Backlinks

The Definitive Guide

BACKLINKO

BACKLINKO.COM

This is the most comprehensive guide to backlinks on the planet.

The best part?

I'm going to show you techniques for getting backlinks that are working right now (in 2018).

In short: if you want higher Google rankings, you'll love this guide.

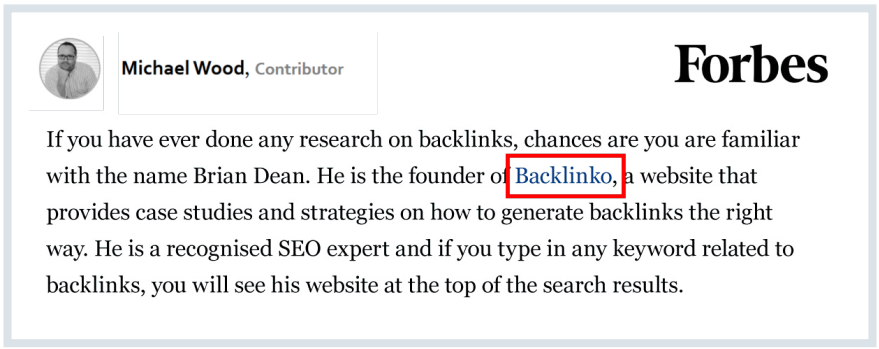
Let's get started.

About the Author

Hey guys, it's Brian Dean.

Unlike most so-called SEO "experts", I practice what I preach.

In fact, I've used the strategies from this guide to get backlinks from sites like Forbes:

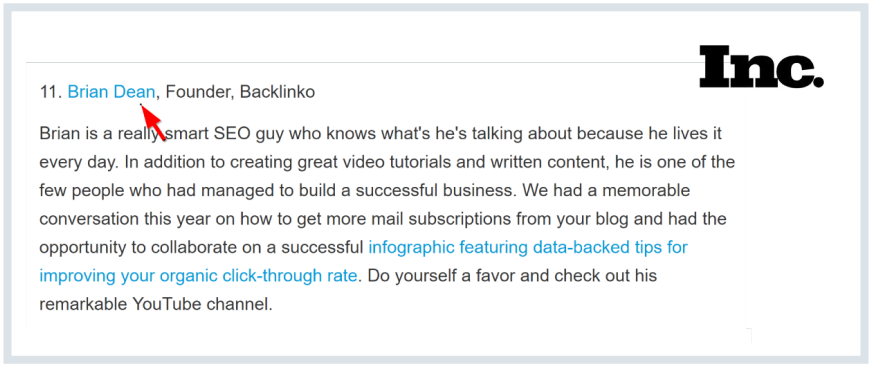


Michael Wood, Contributor

Forbes

If you have ever done any research on backlinks, chances are you are familiar with the name Brian Dean. He is the founder of Backlinko, a website that provides case studies and strategies on how to generate backlinks the right way. He is a recognised SEO expert and if you type in any keyword related to backlinks, you will see his website at the top of the search results.

And Inc.com:



Inc.

11. Brian Dean, Founder, Backlinko

Brian is a really smart SEO guy who knows what's he's talking about because he lives it every day. In addition to creating great video tutorials and written content, he is one of the few people who had managed to build a successful business. We had a memorable conversation this year on how to get more mail subscriptions from your blog and had the opportunity to collaborate on a successful infographic featuring data-backed tips for improving your organic click-through rate. Do yourself a favor and check out his remarkable YouTube channel.

And in this guide I'm going to show YOU how to get links from authority sites like these.

Contents

CHAPTER 1

What are Backlinks?

CHAPTER 2

How to Build Backlinks That Actually Work

CHAPTER 3

How to Create a "Link Magnet"

CHAPTER 4

How to Turn Content Into Backlinks

CHAPTER 5

My Favorite Backlink Building Strategies

CHAPTER 6

Bonus Tips, Strategies and Real-Life Examples

Chapter 1

What are Backlinks?

In this chapter we'll cover the basics.

First, you'll learn exact what a backlink is.

I'll also explain why backlinks are so important for search engine optimization (SEO).

What are Backlinks?

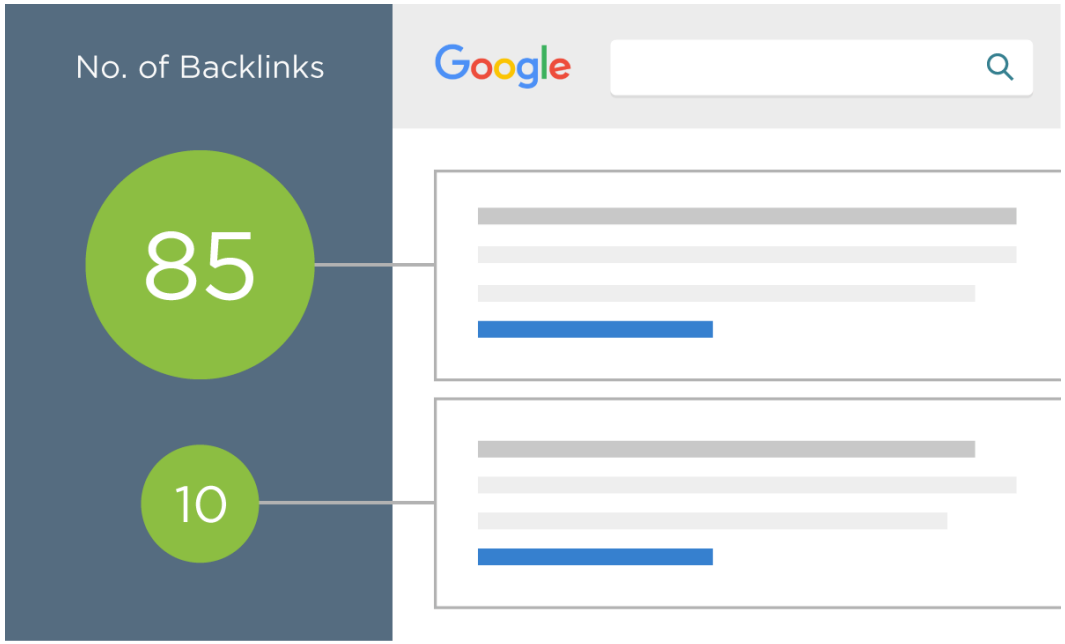
Backlinks are links from other websites to your website. Search engines consider each of these links “votes” for your website and content.

Fun Fact: They’re called “backlinks” because the site creates a link that points back to you.

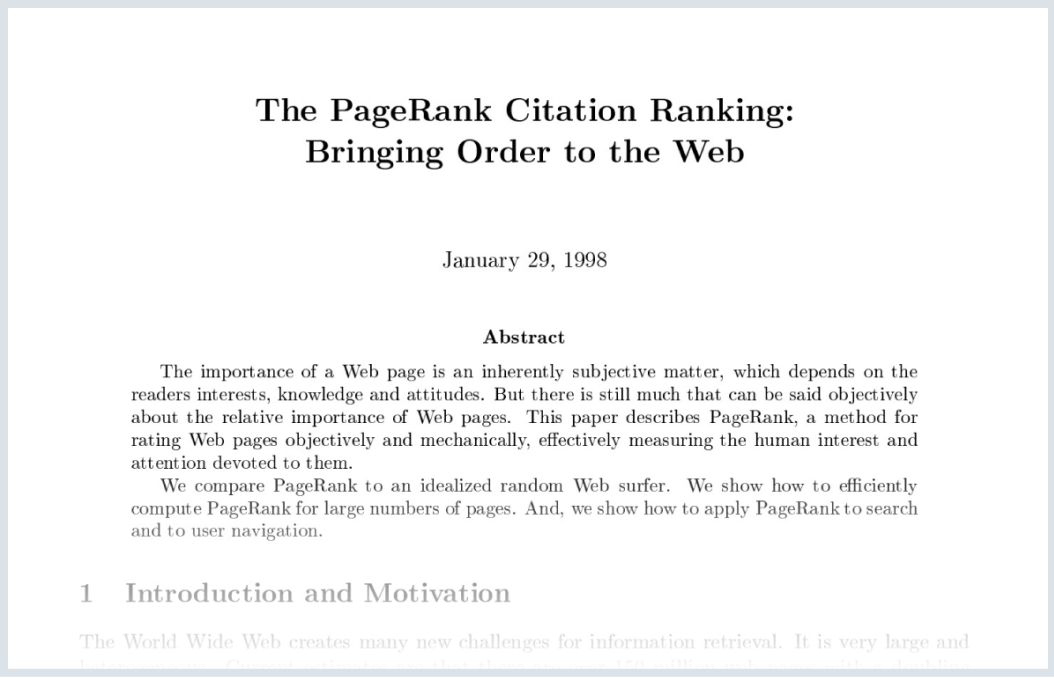
Why You Need Backlinks to Rank

Like I mentioned, backlinks are basically votes from other websites. Each of these votes tells search engines: “This content is valuable, credible and useful”.

So the more of these votes you have, the higher your site will rank in Google and other search engines.



Using links as a voting system is nothing new. In fact, backlinks formed the foundation of Google's original algorithm (known as "PageRank").



The PageRank Citation Ranking: Bringing Order to the Web

January 29, 1998

Abstract

The importance of a Web page is an inherently subjective matter, which depends on the readers interests, knowledge and attitudes. But there is still much that can be said objectively about the relative importance of Web pages. This paper describes PageRank, a method for rating Web pages objectively and mechanically, effectively measuring the human interest and attention devoted to them.

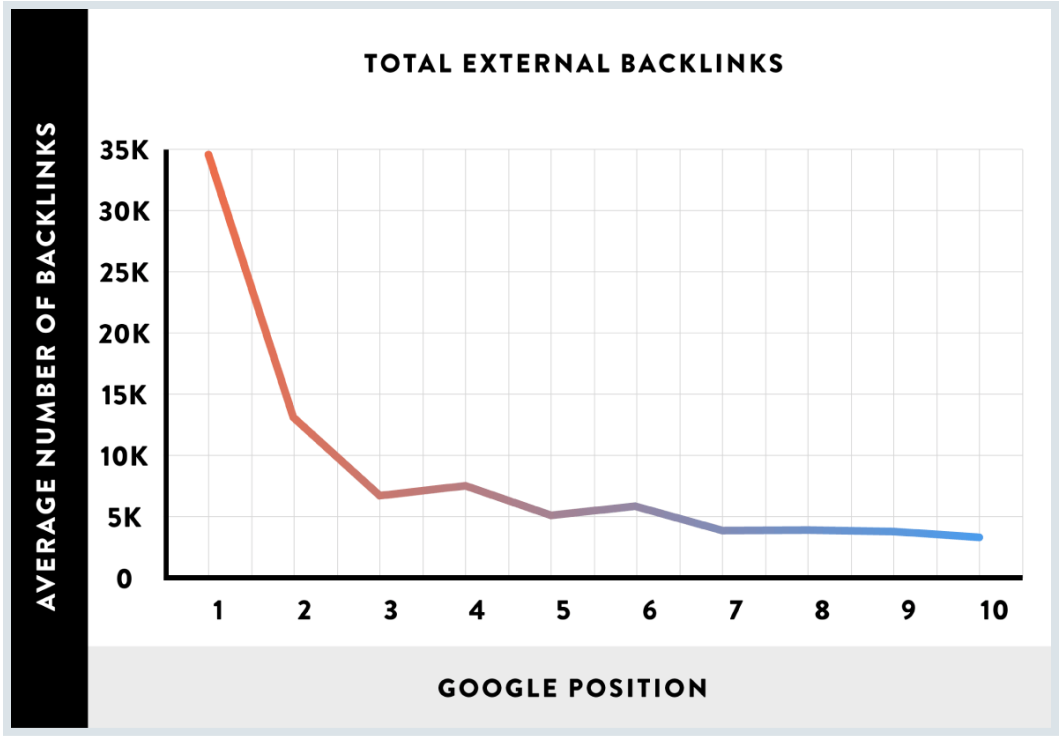
We compare PageRank to an idealized random Web surfer. We show how to efficiently compute PageRank for large numbers of pages. And, we show how to apply PageRank to search and to user navigation.

1 Introduction and Motivation

The World Wide Web creates many new challenges for information retrieval. It is very large and

Even though Google has made thousands of changes to its algorithm since then, backlinks remain a key ranking signal.

For example, a recent industry study that I was a part of found that links remain Google's #1 ranking signal.



And Google has confirmed that links remain one of their three most important search engine ranking factors.

Now we know: Here are Google's top 3 search ranking factors
Google's Andrey Lipattsev reveals links, content and RankBrain are the top three ranking signals in Google's search algorithm.
Barry Schwartz on March 24, 2016 at 7:32 am

The question is:

How do you get backlinks?

And how do you get the types of backlinks get your site to Google's first page? Well, that's what chapter 2 is all about...

Chapter 2

How to Build Backlinks That Actually Work

There are backlinks that can make a small difference.

There are backlinks that can make a BIG difference.

(And there are even links that can hurt your rankings)

In this chapter I'll show you how to build the right type of backlinks.

Not all backlinks are created equal.

In other words, if you want to rank in Google, you need to focus on building quality backlinks.

Put another way:

A single quality backlink can be more powerful than 10,000 low-quality backlinks.

But how do you know if a backlink is high-quality... or low-quality?

As it turns out, high-quality backlinks all share the same 5 traits. And needless to say, these are the types of backlinks you want to focus on.

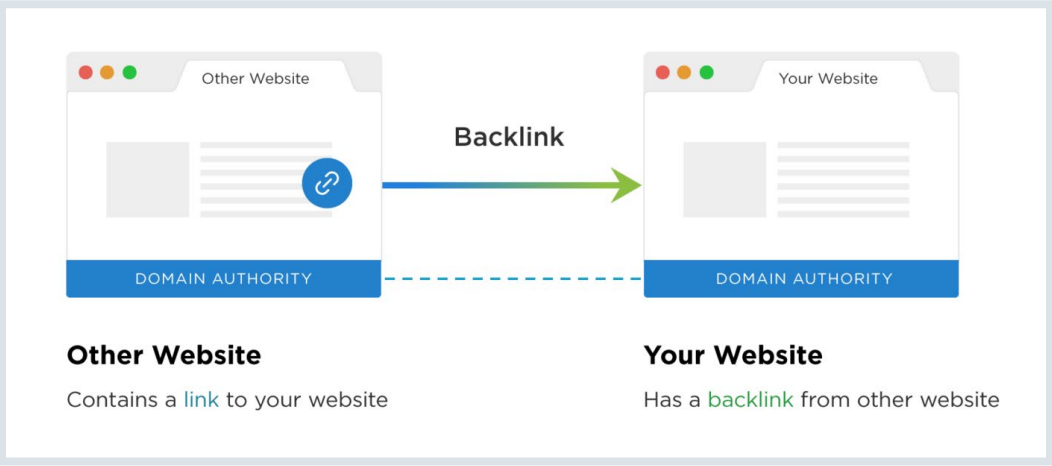
Trait #1: They Come From Trusted, Authoritative Websites

No surprise here.

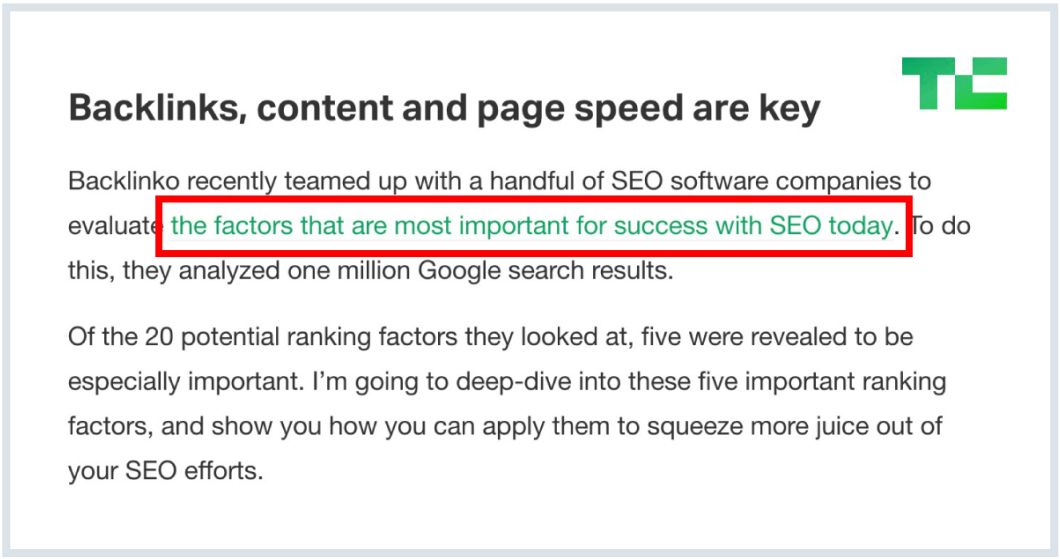
Would you rather get a backlink from Harvard... or a random guy's website?

As it turns out, Google feels the same way.

This concept is known as "Domain Authority". Essentially, the more authority a site has, the more authority it can pass on to your site (via a link).



For example, here's a link that I got from TechCrunch.

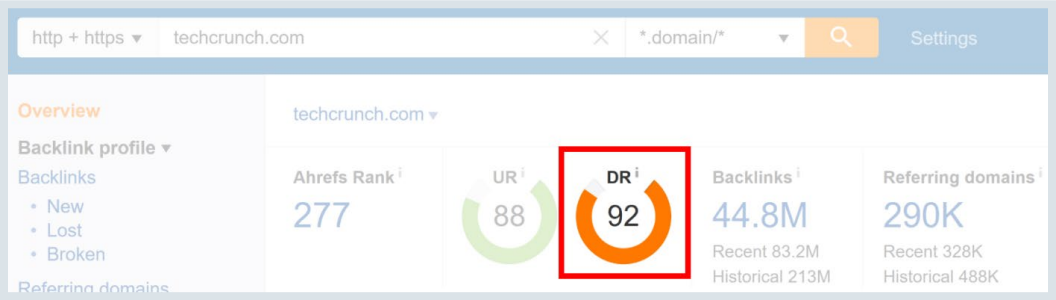


Backlinks, content and page speed are key

Backlinko recently teamed up with a handful of SEO software companies to evaluate the factors that are most important for success with SEO today. To do this, they analyzed one million Google search results.

Of the 20 potential ranking factors they looked at, five were revealed to be especially important. I'm going to deep-dive into these five important ranking factors, and show you how you can apply them to squeeze more juice out of your SEO efforts.

According to Ahrefs, TechCrunch is an extremely authoritative domain:



(By the way, DR=Domain Rating. That's Ahrefs' way of sizing up a website's authority).

Because that link comes from such a trusted website, Google puts lots of weight on it. In fact, I noticed a significant boost in my organic search engine traffic right after TechCrunch linked to me.

Are these links hard to get? Definitely.

Are they worth it? Absolutely.

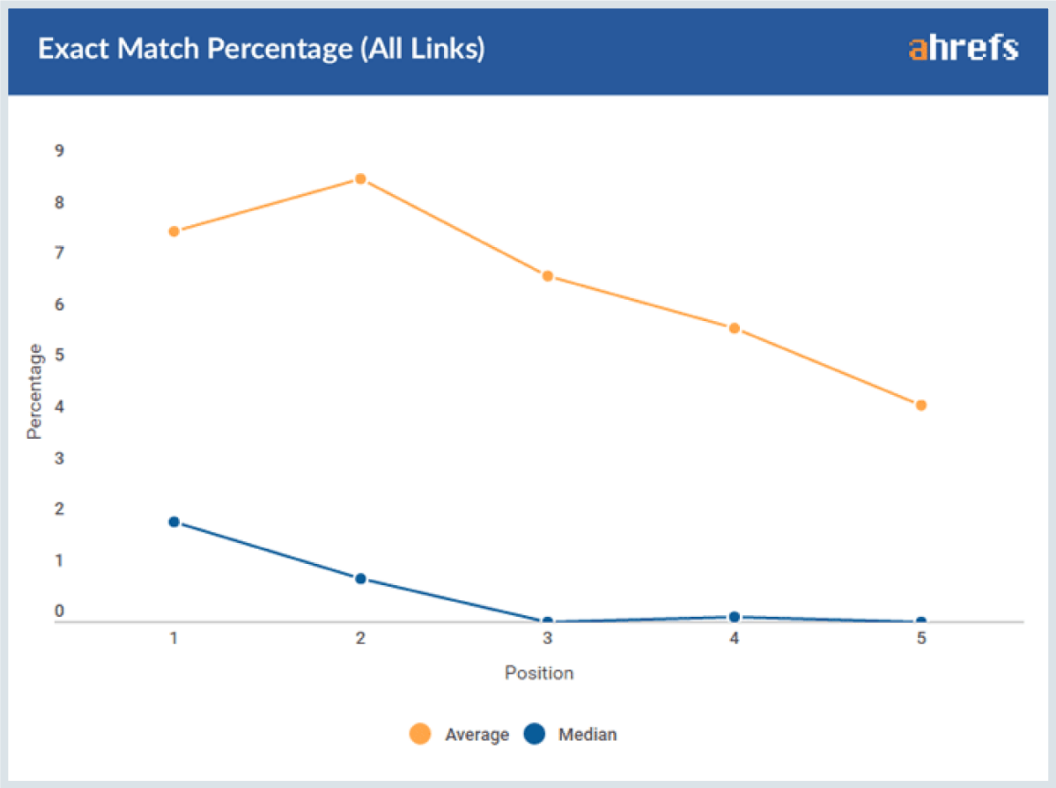
In Chapter 3, I'll show you how you can get links from authority sites like Forbes, Mashable, CNN and more.

But for now, let's move onto our second trait.

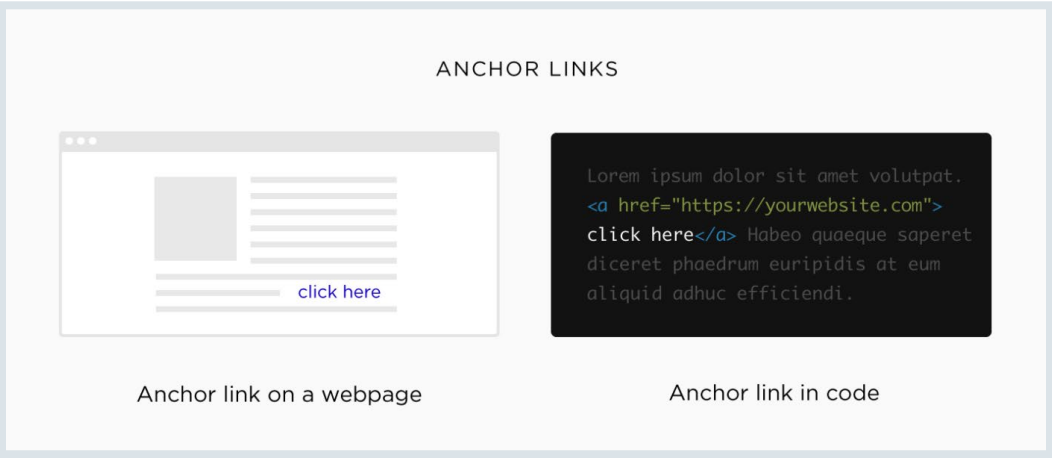
Trait #2: They Include Your Target Keyword In The Link's Anchor Text

In general, you want your links to have anchor text that includes your target keyword.

In fact, industry studies show a correlation between keyword-rich anchor text and higher rankings for that keyword.



As a reminder, anchor text is the visible text part of a link.



And like I mentioned, whenever possible, you want your anchor text to include your target keyword.

For example, here's a link pointing to my site:

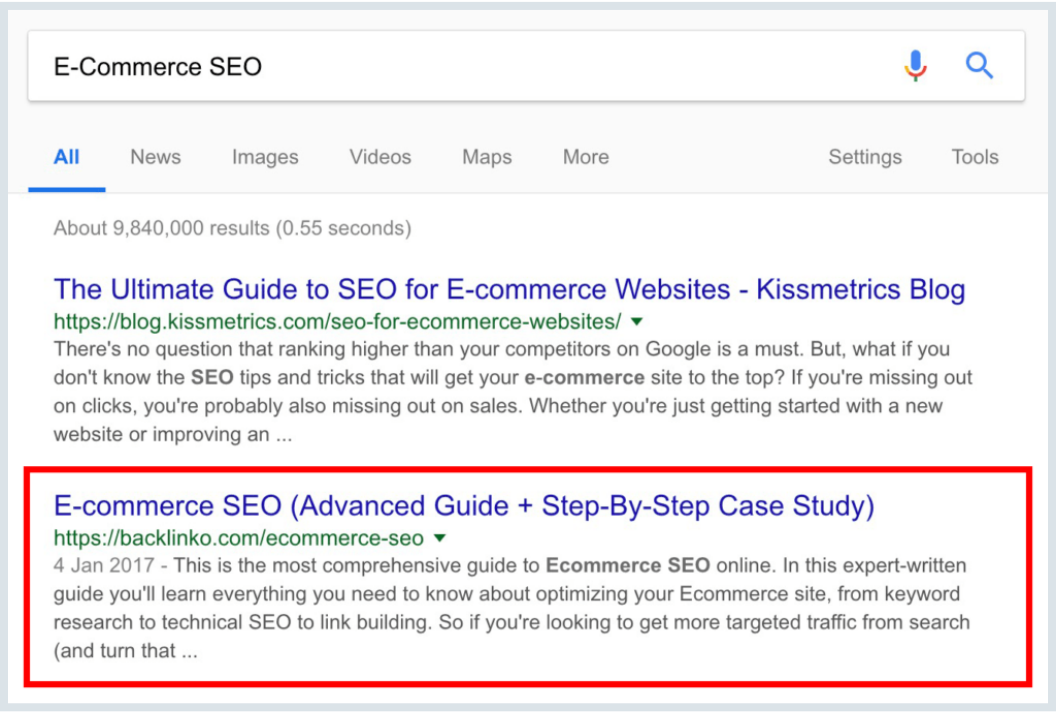
29. E-commerce SEO: The Definitive Guide For those of you interested in learning SEO for eCommerce, I recommend this dedicated guide written by Brian Dean. You would need to focus on more conversion-focused keywords, or search terms that express buyer intent. Building content, links, traffic and general site and brand authority require a different approach for eCommerce sites, and this guide is quite thorough in teaching you what to do and most importantly, how to do it. You will learn about keyword research and targeting, competitor tracking, site architecture, on-page SEO, internal links, technical SEO, content marketing, site auditing, and more.

See how that anchor text includes the word “E-Commerce SEO”?

Well, it just to happens that my keyword for that page is “E-Commerce SEO”.

Which means that link is SUPER powerful.

(In fact, I rank #2 in Google for that term)


E-Commerce SEO
All
News
Images
Videos
Maps
More
Settings
Tools
About 9,840,000 results (0.55 seconds)
The Ultimate Guide to SEO for E-commerce Websites - Kissmetrics Blog
https://blog.kissmetrics.com/seo-for-ecommerce-websites/
There's no question that ranking higher than your competitors on Google is a must. But, what if you don't know the SEO tips and tricks that will get your e-commerce site to the top? If you're missing out on clicks, you're probably also missing out on sales. Whether you're just getting started with a new website or improving an ...
E-commerce SEO (Advanced Guide + Step-By-Step Case Study)
https://backlinko.com/ecommerce-seo
4 Jan 2017 - This is the most comprehensive guide to Ecommerce SEO online. In this expert-written guide you'll learn everything you need to know about optimizing your Ecommerce site, from keyword research to technical SEO to link building. So if you're looking to get more targeted traffic from search (and turn that ...

Now, a quick word of warning:

You don’t want to go overboard with keyword-rich anchor text. In fact, Google has a filter in their algorithm called “Penguin”.

WIKIPEDIA
The Free Encyclopedia
Article
Talk
Read
Edit
View history
Search Wikipedia
Google Penguin
From Wikipedia, the free encyclopedia
Google Penguin is a codename[1] for a Google algorithm update that was first announced on April 24, 2012. The update is aimed at decreasing search engine rankings of websites that violate Google's Webmaster Guidelines[2] by using now declared black-hat SEO techniques involved in increasing artificially the ranking of a webpage by manipulating the number of links pointing to the page. Such tactics are commonly described as link schemes.[3] According to Google's John Mueller[1], Google has announced all updates to the Penguin filter to the public.[4]

Google Penguin filters out websites that use shady (black hat) link building strategies. And it HAMMERS sites that build lots of links with exact match anchor text.

(For example, if you write a guest post, don't link back to your website with: "For more information on online flower delivery, visit my website." That looks spammy to Google.)

In short, I wouldn't go out of your way to build links that contain your target keyword in the anchor text. It's too risky.

But when you DO get a link that contains your target keyword, give yourself a high-five.

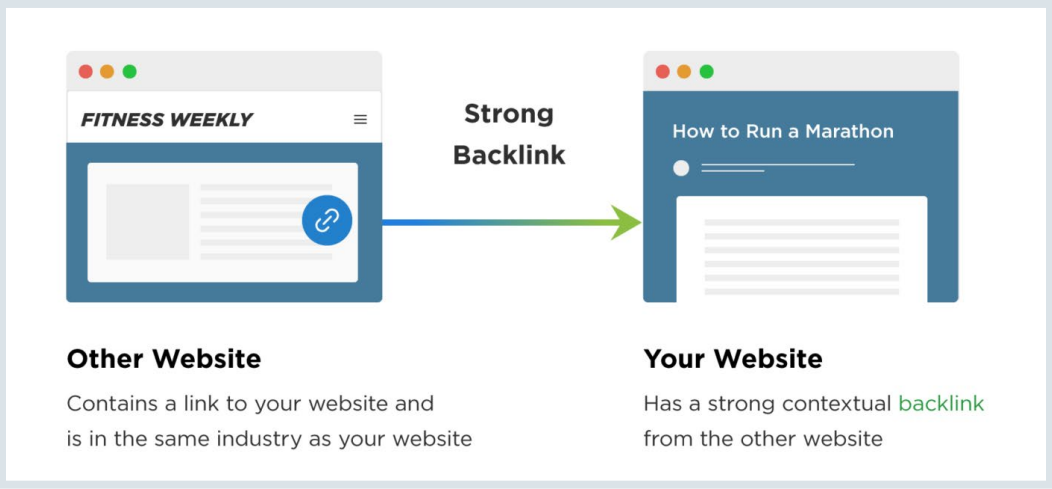
Trait #3: The Site (and Page) Linking to You Is Topically Related To Your Site

This is a big one.

Google wants to see that your links come from websites in your niche.

This makes sense if you think about it: Imagine you just published an article about running a marathon.

In this case, Google will put MUCH more weight on links from sites about marathons, running, fitness vs. websites that are about fishing, unicycles, and cat grooming.


FITNESS WEEKLY
Strong Backlink
How to Run a Marathon
Other Website
Contains a link to your website and is in the same industry as your website
Your Website
Has a strong contextual backlink from the other website

Bottom line? Aim to build links from sites in your industry... and closely-related industries.

Trait #4: The Link Is a “Dofollow” Link

Google and other search engines ignore links with the “nofollow” tag attached to it.

(In other words, they don’t count those links in their ranking algorithm)

NOFOLLOW LINKS

```
<a href="https://yourwebsite.com" rel="nofollow">click here</a>
```

Fortunately, the vast majority of links on the web are “dofollow” links.

And most of the links that have the nofollow tag aren’t that valuable to begin with. For example, links from these sources tend to be nofollow:

- Blog comments
- Press releases
- Paid advertisements
- Profile links

These links aren’t super helpful for SEO anyway, so it’s not a big loss that they’re nofollow.

To summarize:

If you're using white hat SEO, you don't need to worry about nofollow links. That said, considering that dofollow links are the only links that "count", you want as many dofollow links as you can get.

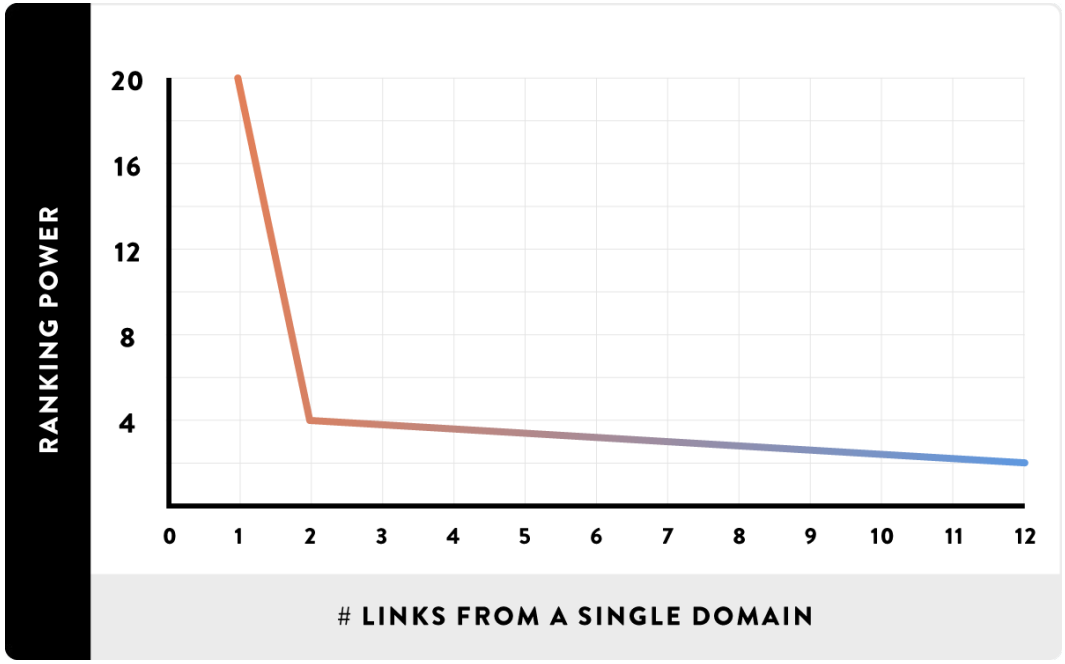
Trait #5: The Link Is From a Domain That Hasn't Linked to You Before

Let's say you get a link from Website A.

Great. Well, let's say Website A links to you again. And again. And again.

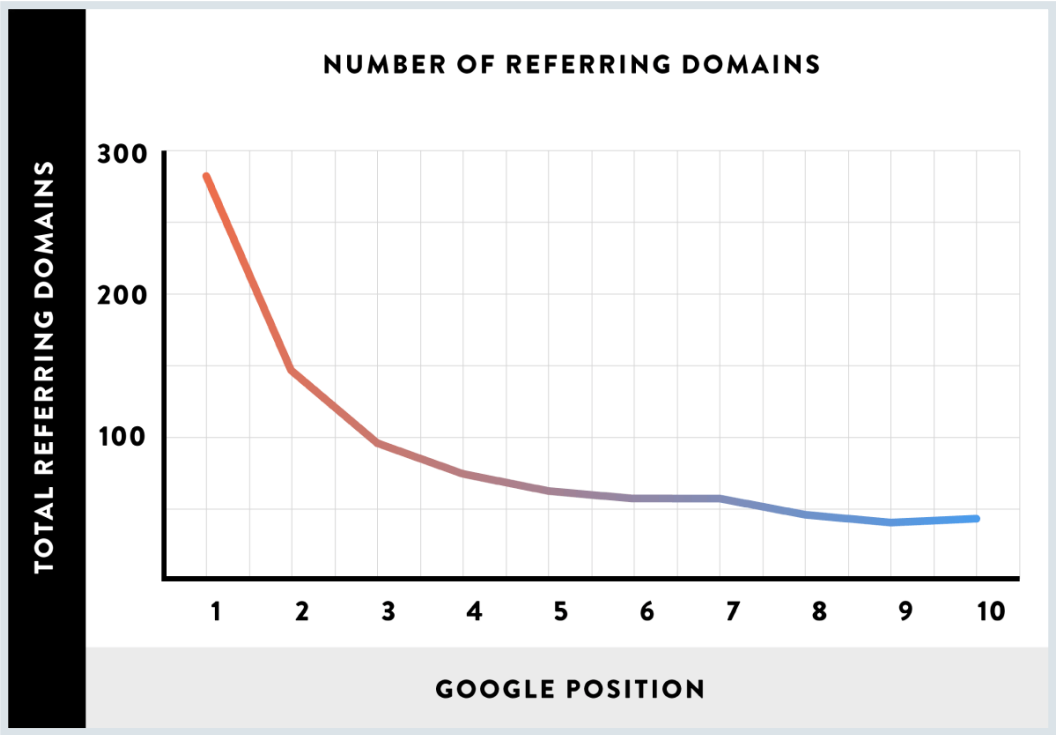
Are the 2nd, 3rd and 4th links as powerful as the first one?

No. As it turns out, links from the same website have diminishing returns.



Or put another way: It's better to get 100 links from 100 different websites than 1,000 links from the same website.

In fact, our search engine ranking correlation study discovered that the number of sites linking to you (not the total number of backlinks) correlated with Google rankings more than any other factor.



OK so those are the 5 traits that make up powerful backlinks.

And in the next chapter I'm going to show you how to get links to your site using a "Link Magnet".

Chapter 3

How to Create a “Link Magnet”

If you want people to link to your website, you need something on your site worth linking to.

(I call these “Link Magnets”)

A “Link Magnet” can be a blog post, a video, a piece of software, a quiz, a survey... basically anything people link to.

In most cases, your Link Magnet will be piece of content. And in this chapter I'm going to show you how to create Link Magnet content.

Specifically, I'm going to reveal three of my most successful link building campaigns (and the specific piece Link Magnet I used to get a bunch of powerful backlinks from authority sites).

#1: Google Ranking Factors: The Complete List

The Link Magnet:

A post that listed all 200 of Google's potential ranking signals.

Google's 200 Ranking Factors: The Complete List
by Brian Dean
Last updated Nov. 05, 2016
Google's 200
Ranking Factors:
THE COMPLETE LIST
You probably already know that Google uses about 200 ranking factors in their algorithm...

How I Made It:

One day I read that Google uses 200 ranking signals. Which made me curious: “What ARE these 200 signals?”.

Of course, Google wasn’t about to announce them to the world. So I started digging. A statement from a Google engineer here. A patent there.

And over 2 painstaking weeks, I FINALLY compiled a list of 200 ranking factors that Google might use in their algorithm.

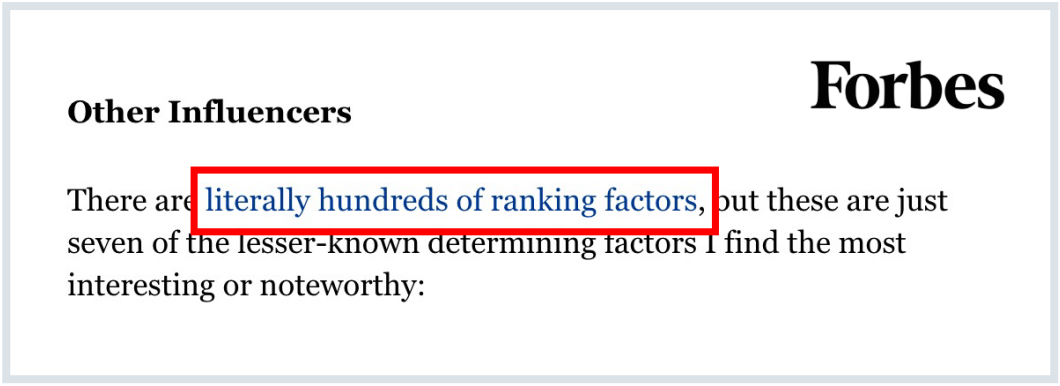
How It Performed:

To date, this single piece of content has generated over 8,000 backlinks from 2,600 domains.

Crazy.

Like I mentioned earlier, backlink quality > backlink quantity.

So you'll be happy to know that many of the links to this page are from authoritative websites, like Forbes:


Forbes
Other Influencers
There are literally hundreds of ranking factors, but these are just seven of the lesser-known determining factors I find the most interesting or noteworthy:

#2: The Skyscraper Technique

The Link Magnet:

A case study where I outlined a new backlinking strategy called "The Skyscraper Technique".

Link Building Case Study: How I Increased My Search Traffic by 110% in 14 Days

by Brian Dean Last updated Sep. 02, 2016

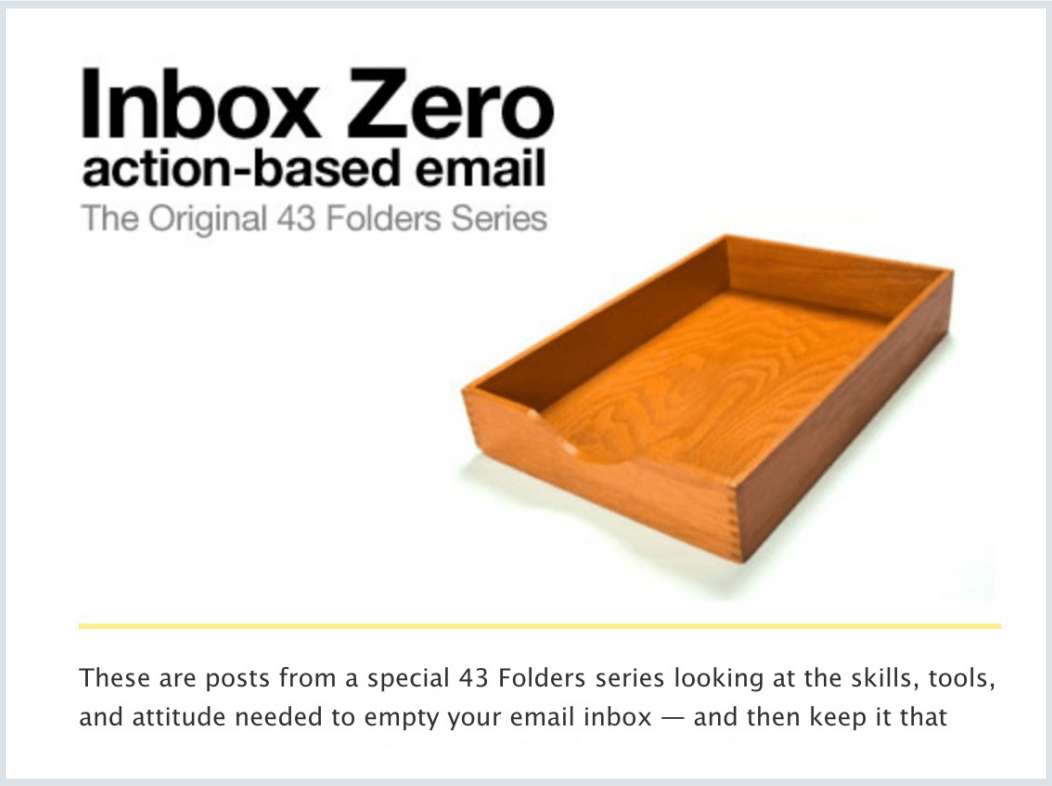
Here's the brutal truth about link building:

There are WAY too many people in internet marketing today that think "great content" is enough.

They say, "if I publish great stuff, people will naturally link to me".

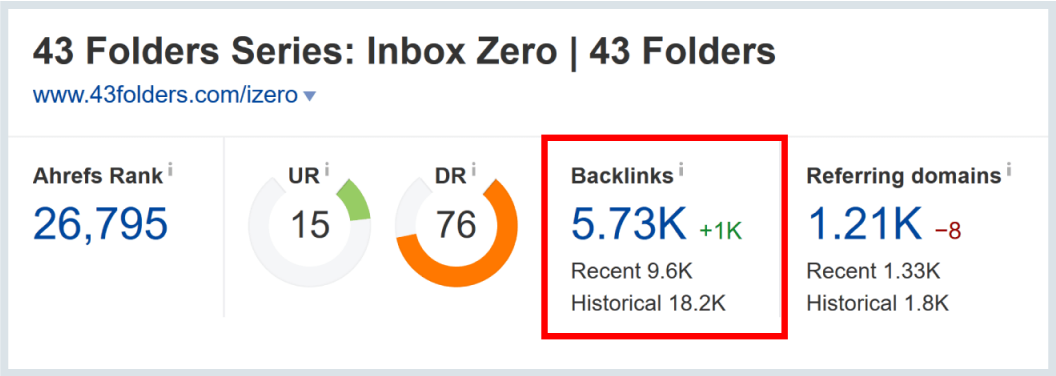
How I Made It:

I was doing some research on productivity when I came across this post by Merlin Mann.


Inbox Zero
action-based email
The Original 43 Folders Series
These are posts from a special 43 Folders series looking at the skills, tools, and attitude needed to empty your email inbox — and then keep it that

In this post, Merlin outlines something called “Inbox Zero”, a productivity hack using your inbox.

But that wasn’t what grabbed my attention. What shocked me was that this simple idea generated over 5,000 backlinks!



And when I perused some of those links, I noticed a pattern:

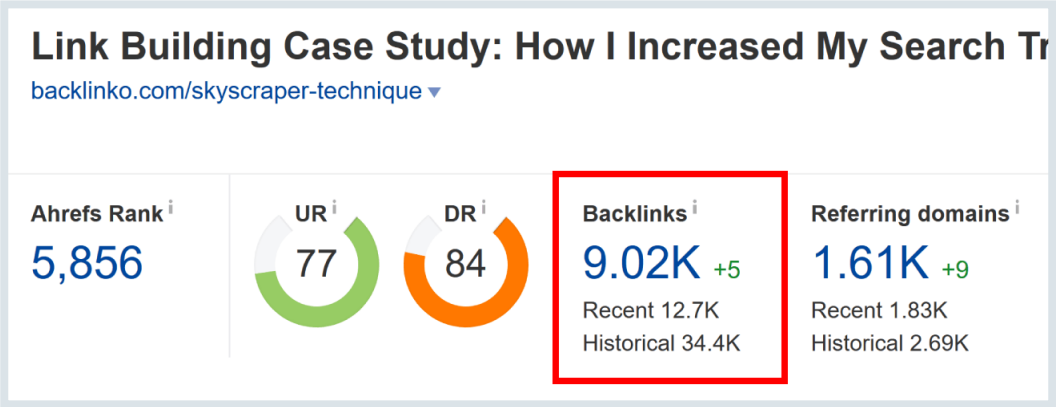
Most people linked to the page BECAUSE it contained a specific, strategy with a unique name ("Inbox Zero").

That's when I decided that I would start naming my strategies too. So the next time I talked about a strategy, I called it "The Skyscraper Technique".

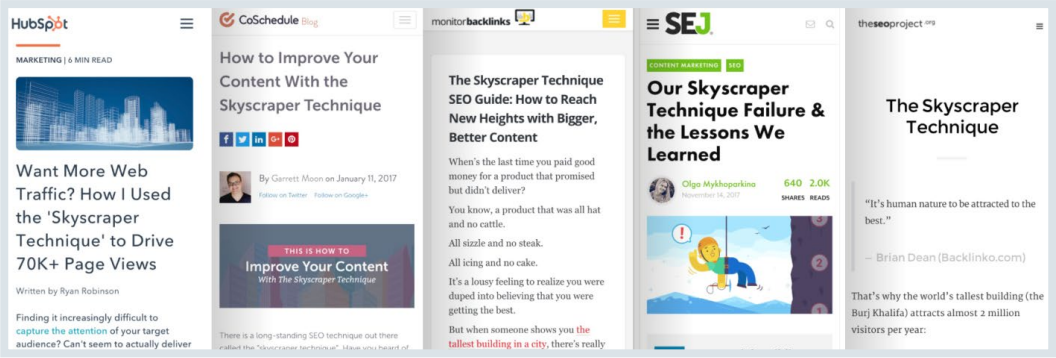
How It Performed:

In a word: great.

My page now has around 9k incoming links:



In fact, people don't just casually link to it... hundreds of posts have been written about this technique. And people love to share my post on social media.


HubSpot
MARKETING | 6 MIN READ
Want More Web Traffic? How I Used the 'Skyscraper Technique' to Drive 70K+ Page Views
Written by Ryan Robinson
CoSchedule Blog
How to Improve Your Content With the Skyscraper Technique
By Garrett Moon on January 11, 2017
THIS IS HOW TO
Improve Your Content
With The Skyscraper Technique
monitorbacklinks
The Skyscraper Technique SEO Guide: How to Reach New Heights with Bigger, Better Content
When's the last time you paid good money for a product that promised but didn't deliver?
You know, a product that was all hat and no cattle.
All sizzle and no steak.
All icing and no cake.
It's a lousy feeling to realize you were duped into believing that you were getting the best.
But when someone shows you the tallest building in a city, there's really
SEJ
Our Skyscraper Technique Failure & the Lessons We Learned
Olga Mykhaparkina
640 SHARES
2.0K READS
theseoproject
The Skyscraper Technique
"It's human nature to be attracted to the best."
– Brian Dean (Backlinko.com)
That's why the world's tallest building (the Burj Khalifa) attracts almost 2 million visitors per year:

Pretty cool.

#3: The Definitive Guide to YouTube SEO

The Link Magnet:
A very thorough guide to ranking videos in YouTube.

YouTube SEO: How to Rank YouTube Videos in 2018

by Brian Dean Last updated Feb. 20, 2018

In this post I'm going to show you EXACTLY how to rank your YouTube videos.

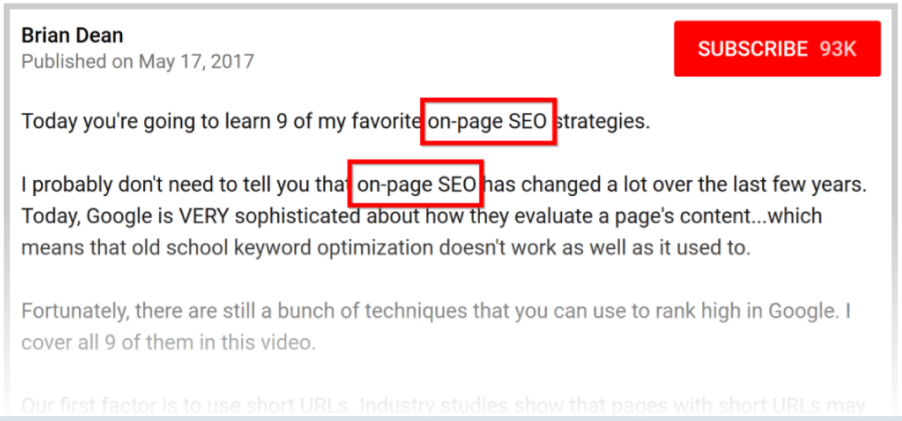
In fact, this is the exact process that I used to grow my channel to **121,519 views per month.**

So if you want to get more views, subscribers and traffic from YouTube, then

How I Made It:
I was just starting to have some success with YouTube marketing. So I decided to compile and share what I learned in the form of an ultimate guide.

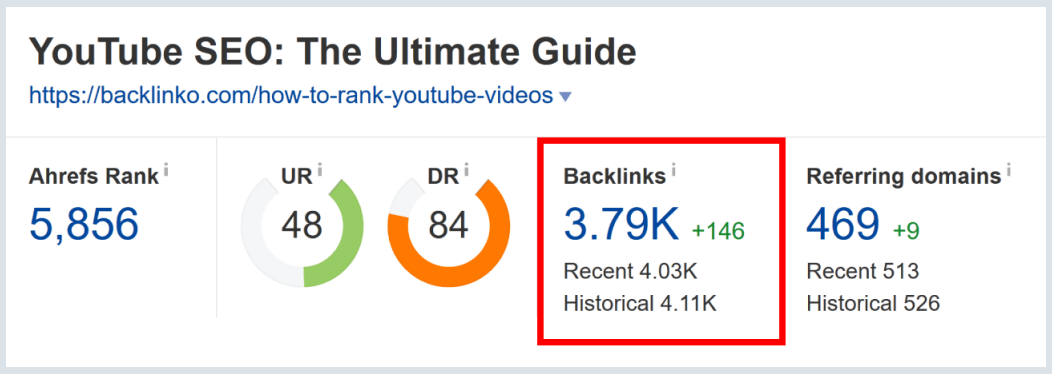
I ALSO realized that most of the content out there about video SEO lacked real life examples. So I decided to include A LOT of examples in my guide:

Here's an example of a description for a video of mine that's optimized around the keyword "On-page SEO":


Brian Dean
Published on May 17, 2017
SUBSCRIBE 93K
Today you're going to learn 9 of my favorite on-page SEO strategies.
I probably don't need to tell you that on-page SEO has changed a lot over the last few years. Today, Google is VERY sophisticated about how they evaluate a page's content...which means that old school keyword optimization doesn't work as well as it used to.
Fortunately, there are still a bunch of techniques that you can use to rank high in Google. I cover all 9 of them in this video.

How It Performed:

Even though this post hasn't generated nearly the same amount of links as the other two Link Magnets I showed you, it's no slouch:



More important than that, I published this guide when my blog was brand spankin' new. And this piece of content helped me get some links that made a BIG dent in my rankings in the early days of Backlinko.

Now it's time to turn the Link Magnet you just created into dozens of high-quality backlinks.

Chapter 4

How to Turn Content Into Backlinks

To build white hat backlinks, you need amazing content on your site.

Period.

In fact, that's why I dedicated Chapter 3 of this guide to creating Link Magnets.

And in this chapter, I'll show you 6 proven strategies that you can use to turn those Link Magnets into high-quality backlinks.

Link Roundups

Imagine if people published blog posts with the sole purpose of linking out to quality content.

(The type of quality content that you already publish on your site)

It'd be pretty great, right?

Fortunately for us, that's a real thing. And they're called link roundups.

Here's an example:

Monthly Round Up: 10 Things that Happened in Digital Marketing in February

It's that special time of the month, Ricemedia's Monthly Roundup of the 10 biggest stories in SEO, PPC, Social Media and all things Digital Marketing. Even though February may be the shortest month of the year, don't expect it to be a quiet month.

Google To Shut Down Google Compare Products in US and UK On March 23

Yes, it is true. As of March 23rd, Google Compare will no longer be available to US and UK users. Whether the service will be relaunched as a different programme or be replaced by new service altogether, it is uncertain. For more, Search Engine Land's ha the latest. Read more.

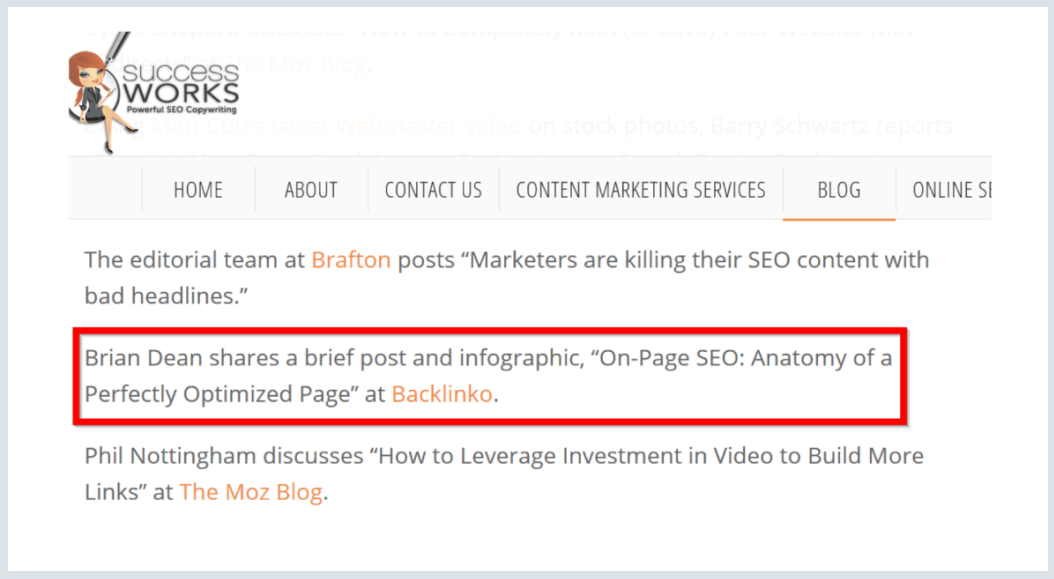
Facebook Reactions: Meet Facebook's New Supercharged 'Like' Button

It seems Facebook is all a buzz about their new reaction buttons and there's plenty of reasons why. A great blog covering this news is Buffer's own social media blog and they have a fantastic breakdown of these new buttons as well as what it could mean for social media marketing. Read more.

So: what are link roundups?

Link roundups are daily, weekly or monthly blog posts that link to outstanding content.

Here's an example of a link I recently built from a roundup:


HOME
ABOUT
CONTACT US
CONTENT MARKETING SERVICES
BLOG
The editorial team at Brafton posts "Marketers are killing their SEO content with bad headlines."
Brian Dean shares a brief post and infographic, "On-Page SEO: Anatomy of a Perfectly Optimized Page" at Backlinko.
Phil Nottingham discusses "How to Leverage Investment in Video to Build More Links" at The Moz Blog.

Now let's breakdown the exact process I used to get this link.

#1: Find Link Roundups In Your Niche

Here are a few search strings that work really well.

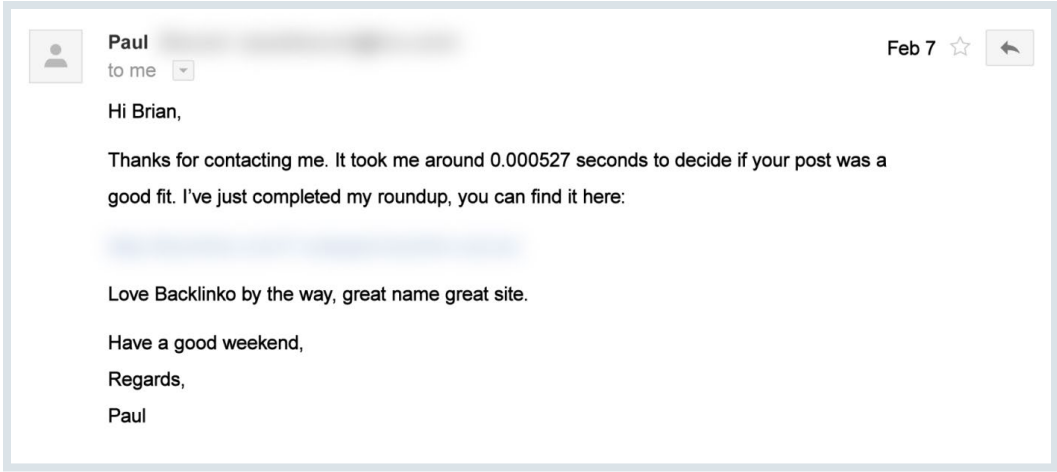
- “Keyword” + “link roundup”
- “Keyword” + roundup
- “Keyword” + “best of”
- “Keyword” + this week

#2: Pitch Your Resource

Here’s the email script that I personally use.

> Hi [Site Owner Name],
> I just stumbled on your [Saturday Roundup] this afternoon. Good stuff!
>
> I’m just reaching out because I recently published a content marketing case study that might be a good fit: [Your Webpage]
>
> Either way, keep up the awesome work
>
> Cheers,
> [Your First Name]

And if your post is a good fit for that person’s roundup, you’ll get a sweet link.



Paul [redacted]
to me

Feb 7

Hi Brian,

Thanks for contacting me. It took me around 0.000527 seconds to decide if your post was a good fit. I've just completed my roundup, you can find it here:

[redacted]

Love Backlinko by the way, great name great site.

Have a good weekend,
Regards,
Paul

(They may also share your content on social media)

That's all there is to it.

Moving Man Method

The Moving Man Method is simple:

#1: First, you find web pages, resources or businesses that are outdated, rebranded or recently changed names.

#2: Then, you find the sites that are still linking to these outdated resources.

#3: Finally, you email people to let them know that they're linking to something that's out of date.

Let me show you how this works with a real-life example... A while back I read that a website for a big SEO agency website suddenly shut down.

SEO Firm Made Of Giants, BlueGlass Is Collapsing

Apr 25, 2013 • 8:16 am | (26)
by Barry Schwartz | Filed Under SEM / SEO Companies

I have this policy of not covering topics here if (1) there are not communities talking about it in forum like settings and (2) if that community is not open, I won't talk about it. I only cover public threads and content that is available to anyone to see.

BlueGlass

Over the pass few weeks, I was invited into a private Facebook community talking about What Happened to BlueGlass - that is the title of the Facebook group. That group was set to "open" status a few days ago by former BlueGlass executive, Greg Boser.

To make a long story short, it seems like BlueGlass ran into some serious financial debt and cannot easily dig themselves out of it. Some history is that BlueGlass was formed by several well-known SEO companies and personalities in the industry. It was a merger of these "giant" names in the SEO community to form the ultimate SEO company.

This meant that they had TONS of pages on their site that weren't working anymore...

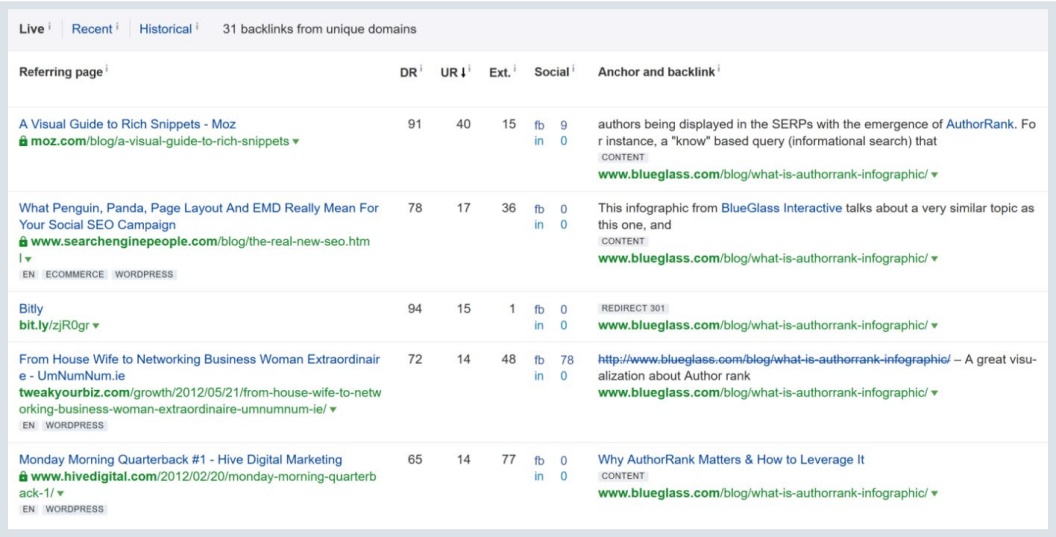
...pages that lots of people were still linking to.

Specifically, I noticed that an infographic about SEO on their site wasn't working anymore. Which was PERFECT, because I had just published my own SEO-focused infographic:

So that was the first step.

Next, I had to see who actually linked to that infographic.

So I fired up Ahrefs and pulled all of their links:



Live | Recent | Historical | 31 backlinks from unique domains

Referring page	DR	UR	Ext.	Social	Anchor and backlink
A Visual Guide to Rich Snippets - Moz moz.com/blog/a-visual-guide-to-rich-snippets	91	40	15	fb 9 in 0	authors being displayed in the SERPs with the emergence of AuthorRank. Fo r instance, a "know" based query (informational search) that CONTENT www.blueglass.com/blog/what-is-authorrank-infographic/
What Penguin, Panda, Page Layout And EMD Really Mean For Your Social SEO Campaign www.searchenginepeople.com/blog/the-real-new-seo.html EN ECOMMERCE WORDPRESS	78	17	36	fb 0 in 0	This infographic from BlueGlass Interactive talks about a very similar topic as this one, and CONTENT www.blueglass.com/blog/what-is-authorrank-infographic/
Bitly bit.ly/zjR0gr	94	15	1	fb 0 in 0	REDIRECT 301 www.blueglass.com/blog/what-is-authorrank-infographic/
From House Wife to Networking Business Woman Extraordinaire - UmNumNum.ie tweakyourbiz.com/growth/2012/05/21/from-house-wife-to-networking-business-woman-extraordinaire-umnumnum-ie/ EN WORDPRESS	72	14	48	fb 78 in 0	http://www.blueglass.com/blog/what-is-authorrank-infographic/ – A great visualization about Author rank www.blueglass.com/blog/what-is-authorrank-infographic/
Monday Morning Quarterback #1 - Hive Digital Marketing www.hivedigital.com/2012/02/20/monday-morning-quarterback-1/ EN WORDPRESS	65	14	77	fb 0 in 0	Why AuthorRank Matters & How to Leverage It CONTENT www.blueglass.com/blog/what-is-authorrank-infographic/

Finally, I emailed everyone that linked to the infographic to let them know the image wasn't working anymore. I also let them know that my infographic would make a great replacement for BlueGlass one.

Here's the script I used:

Hi [Name],

I was searching for some content to read about [Topic] this morning. And I came across your excellent post: [Post Title].

Anyway, I couldn't help but notice that you mentioned [Outdated Resource] in your article.

As you may have heard, [Problem With Outdated Resource].

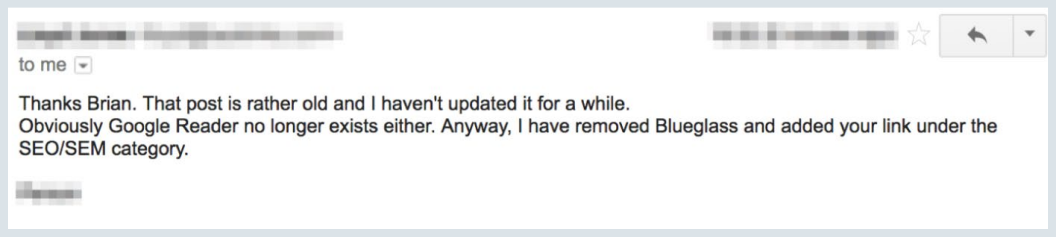
Here's a screenshot of where that link is located: [Screenshot]

Also, I recently published a piece of content about [Topic]. It might make a good replacement for the [Outdated Resource].

Either way, I hope this helps you and have a great day!

Thanks,
[Your Name]

As you can see, people were more than happy to link to me:


to me
Thanks Brian. That post is rather old and I haven't updated it for a while.
Obviously Google Reader no longer exists either. Anyway, I have removed Blueglass and added your link under the SEO/SEM category.

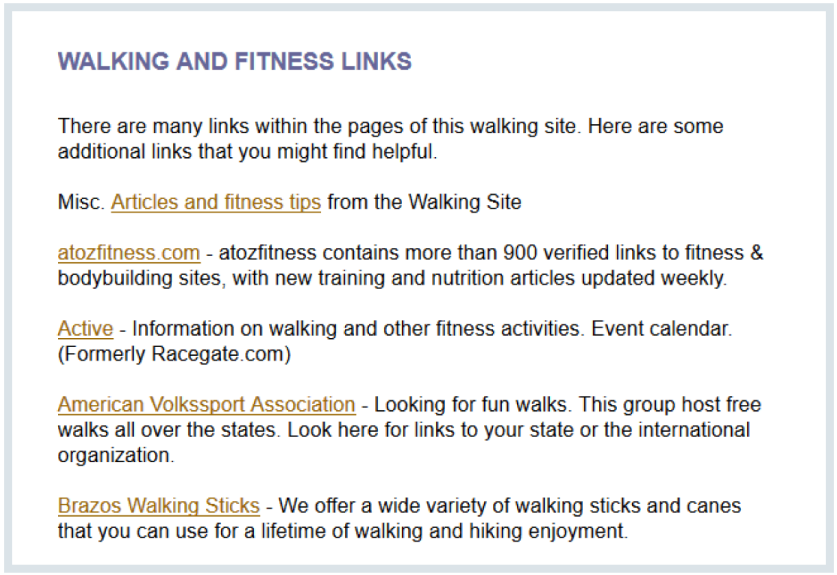
Broken Link Building

This strategy is similar to the Moving Man Method you just learned about. The difference is that with broken link building, you're only looking for pages that are 404ing. Business that moved, companies that changed names, or outdated resources won't show up with this approach.

To find these 404 links, you want to focus on resource pages in your niche. So if you're in the fitness niche you'd search in Google using these search strings:

- "fitness" + "resource page"
- "fitness" + "resources"
- "fitness" + "recommended sites"
- "fitness" + "links"

And find pages like this:



WALKING AND FITNESS LINKS

There are many links within the pages of this walking site. Here are some additional links that you might find helpful.

Misc. Articles and fitness tips from the Walking Site

atozfitness.com - atozfitness contains more than 900 verified links to fitness & bodybuilding sites, with new training and nutrition articles updated weekly.

Active - Information on walking and other fitness activities. Event calendar. (Formerly Racegate.com)

American Volkssport Association - Looking for fun walks. This group host free walks all over the states. Look here for links to your state or the international organization.

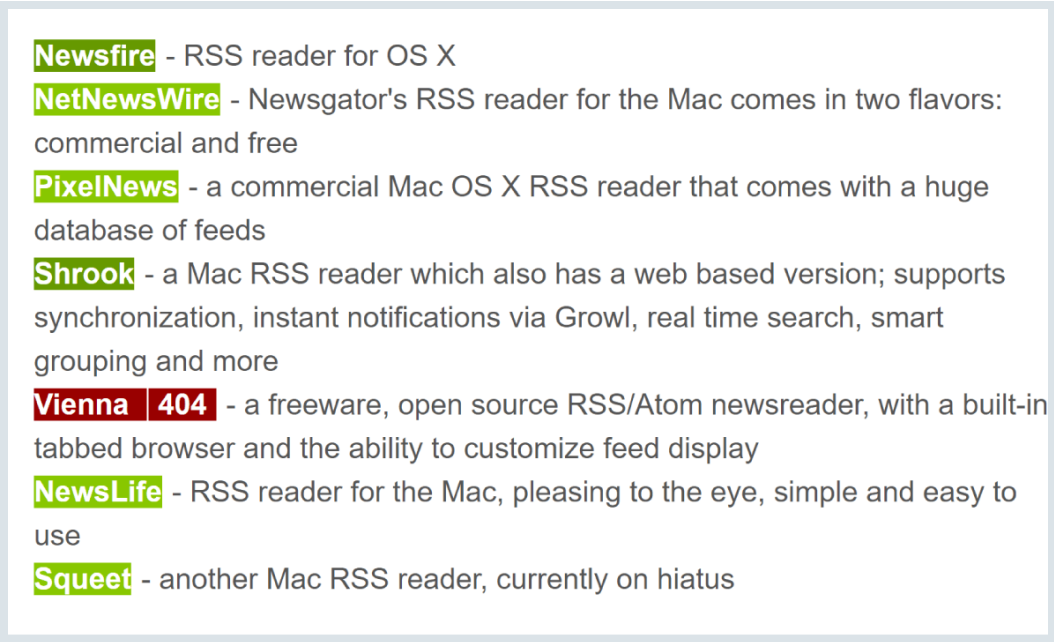
Brazos Walking Sticks - We offer a wide variety of walking sticks and canes that you can use for a lifetime of walking and hiking enjoyment.

Now you COULD email the site owner and straight up ask for a link. But I've found that begging doesn't work very well.

Instead, give the site owner a hand by letting him know about any broken links that you happen to find.

You can easily find the broken links on any page. Just use the nifty Chrome Extension Check My Links.

This program quickly finds any broken links the page happens to have. It also highlights them in red to make them easy to find:


Newsfire - RSS reader for OS X
NetNewsWire - Newsgator's RSS reader for the Mac comes in two flavors: commercial and free
PixelNews - a commercial Mac OS X RSS reader that comes with a huge database of feeds
Shrook - a Mac RSS reader which also has a web based version; supports synchronization, instant notifications via Growl, real time search, smart grouping and more
Vienna 404 - a freeware, open source RSS/Atom newsreader, with a built-in tabbed browser and the ability to customize feed display
NewsLife - RSS reader for the Mac, pleasing to the eye, simple and easy to use
Squeet - another Mac RSS reader, currently on hiatus

The last thing you need to do is send the site owner this tested email script:

Hi [Site Owner Name],

I was just browsing around your resources page today, and among the lists of great resources, were some broken links.

Here's a few of them:

[URL 1]
[URL 2]
[URL 3]

Oh, and I have a website, [Your Website], that also regularly posts quality content related to whatever. If you think so too, feel free to post a link to it on your resources page.

Either way I hope this helps and keep up the good work!

Thanks,
[Your Name]

.Edu Resource Backlinks

It's no secret that links from .edu websites are SUPER powerful.

In a minute I'll show you how to get .edu backlinks from scholarships.

But for now, let's focus on a strategy you can use to get .edu sites to link to you:

.Edu resource pages.

Here's how it works...

Most universities have resource pages where they link to web pages that are helpful to students and faculty. Here's an example:

Web Links
Child Nutrition & Health
Dietary Supplements & Herbs
Eating Disorders & Body Image
Food, Nutrition, Meal Planning, & Recipes
Government Agencies on Food, Nutrition, & Health
Nutrition for Specific Medical Conditions
Sports & Exercise Nutrition
Vegetarianism
Weight Management & Size Acceptance

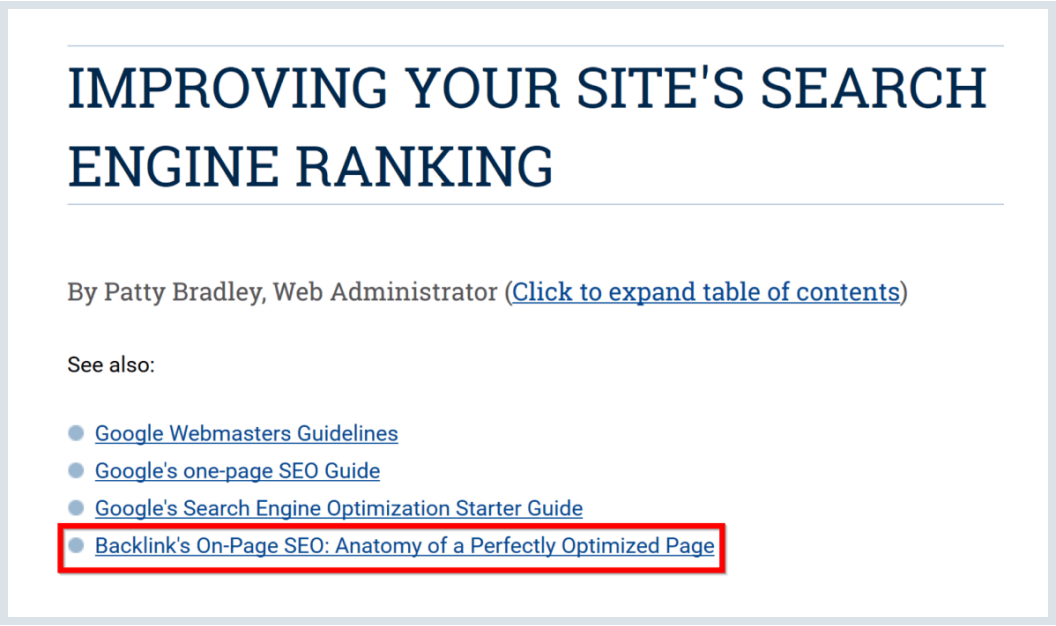
Let's say you had a website about nutrition. You have a decent chance of getting a link from the example above by emailing them and showing them your helpful nutrition-related resource.

Use these search strings to find these .edu goldmines:

- site:.edu "your keyword"
- site:.edu "your keyword" + "resources"
- site:.edu "your keyword" + inurl:links
- site:.edu "your keyword" + "other sites"

Only 5-10% of the .edu sites that you reach out to will actually post your link. But keep in mind that a handful of these links can make a HUGE difference in the SERPs.

In fact, I recently used this strategy to get a link from the University of Michigan website:


IMPROVING YOUR SITE'S SEARCH ENGINE RANKING
By Patty Bradley, Web Administrator (Click to expand table of contents)
See also:
Google Webmasters Guidelines
Google's one-page SEO Guide
Google's Search Engine Optimization Starter Guide
Backlink's On-Page SEO: Anatomy of a Perfectly Optimized Page

And I noticed a significant increase in organic traffic from that single link.

Guest Posting

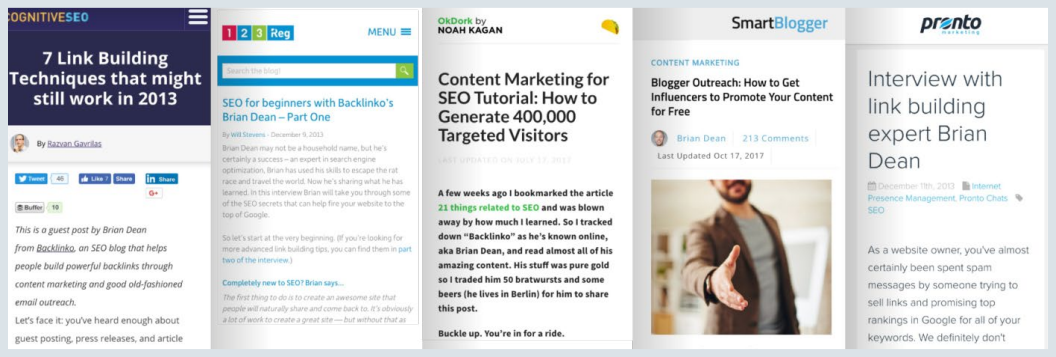
Is guest posting dead?

Not really.

In fact, when you're first starting out, guest posting is one of the BEST ways to get links.

I remember when I first started Backlinko...

I guest posted like a madman. Actually, I wrote over 50 guest posts and interviews in 12 months!


7 Link Building Techniques that might still work in 2013
SEO for beginners with Backlinko's Brian Dean – Part One
Content Marketing for SEO Tutorial: How to Generate 400,000 Targeted Visitors
Blogger Outreach: How to Get Influencers to Promote Your Content for Free
Interview with link building expert Brian Dean

And the links I got from guest posting definitely gave my organic traffic a boost.

That said, I was VERY strategic about things. I made sure to ONLY write guest posts for quality sites in my niche.

So if you run a site about the Paleo Diet, and write a guest post on a site about iPhones, that's going to look spammy to Google.

But when you write mind-blowing guest posts for quality websites in your industry, those links DO help.

Infographic Link Building

Almost everyone knows about infographics... But I'm flabbergasted at how few take advantage of this incredibly easy link building strategy.

That's because many people assume that infographics are really hard to make. They also assume that if your infographic doesn't go viral... it's a complete failure.

Fortunately for us, both of these assumptions are DEAD WRONG.

In fact, one of the first infographics I ever made took me a few hours to put together (I also hired a professional designer around $500 to make it look pretty).

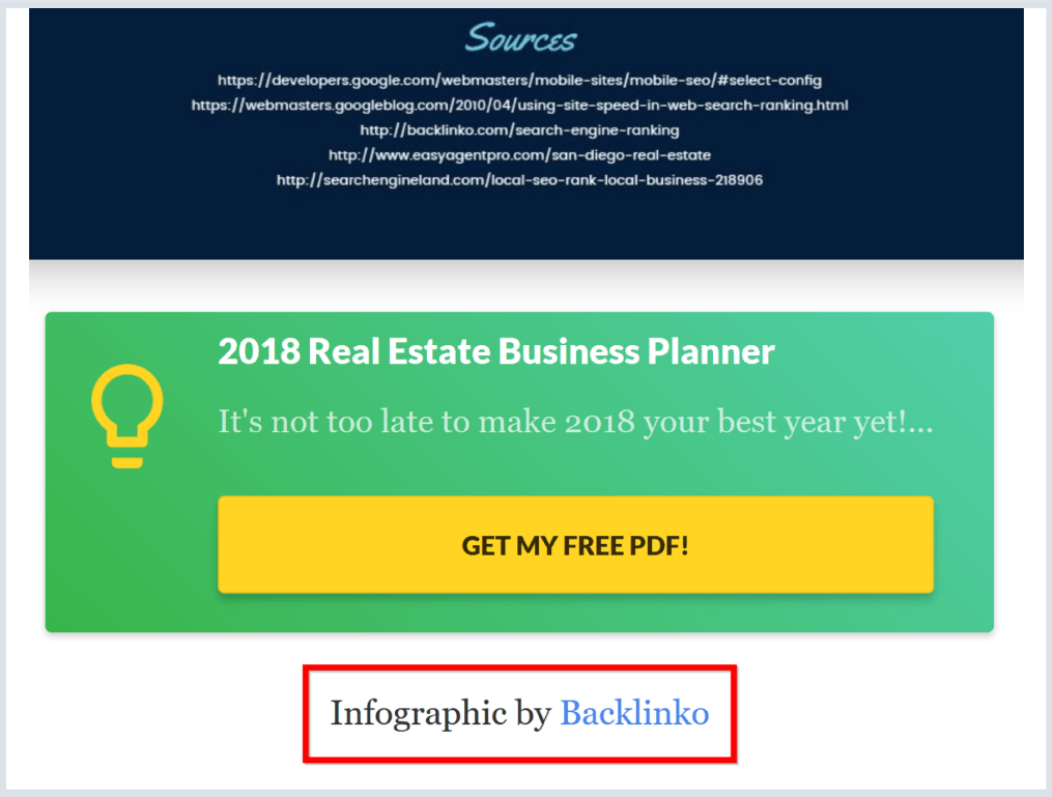
Even though this infographic didn't go viral, it led to some amazing links:

On-Page SEO: Anatomy of a Perfectly Optimized Page (Infographic)
9 COMMENTS
SEO
An infographic that shows you how to SEO your web pages
Struggling to know how to optimize your website for the search engines? Brian Dean of Backlinko has published a very pretty infographic showing just that.
Perfect
ON PAGE

To be clear: I didn't just publish my infographic and hope for the best.

Like any piece of content that you publish, you need to strategically promote your infographic. And to do that, I recommend using a strategy called "Guestographics".

I've used this strategy to build (literally) hundreds of links from infographics, like this:



I outline exactly how Guestographics work in this post.

Chapter 5

My Favorite Backlink Building Strategies

In this chapter I'll reveal some of my favorite "quick & dirty" link building strategies.

The best part? None of these strategies require you to write a single word of content.

Let's dive right in...

Testimonials

Companies big and small LOVE to show off their customer testimonials. If you're using a product or service that you love (or at least like), consider sending them a testimonial.

When you do, make sure to tell them that they can put it on their homepage or a testimonial page. To show that you're a real person they'll often put a link to your site for you...without you even having to ask.

Make no mistake, you can get some baller backlinks from testimonials (here's one on a DA89 website):

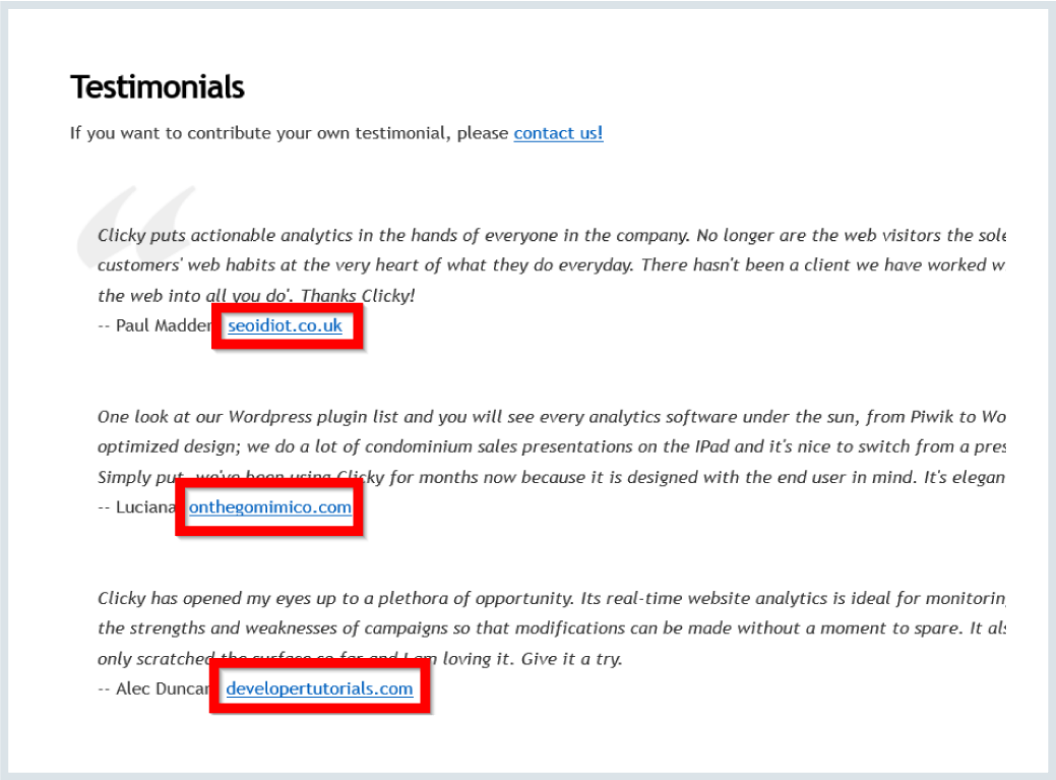
Convert Your Website Visitors Into Paying Customers: How One Couple Did It With Email Marketing

In July of 2014 alone, Shane and Jocelyn Sams made over $140,000. Let that sink in for a minute.

The couple isn't printing money or selling baby unicorns. They're simply online marketers who know a thing or two about connecting with an audience, something they teach on their websit Flipped Lifestyle.

But they weren't always experts.

And here's another example of a testimonial page from a DA86 site:



Testimonials

If you want to contribute your own testimonial, please contact us!

Clicky puts actionable analytics in the hands of everyone in the company. No longer are the web visitors the sole customers' web habits at the very heart of what they do everyday. There hasn't been a client we have worked w the web into all you do'. Thanks Clicky!

-- Paul Madder seoidiot.co.uk

One look at our Wordpress plugin list and you will see every analytics software under the sun, from Piwik to Wo optimized design; we do a lot of condominium sales presentations on the IPad and it's nice to switch from a pres Simply put, we've been using Clicky for months now because it is designed with the end user in mind. It's elegan

-- Luciana onthegomimico.com

Clicky has opened my eyes up to a plethora of opportunity. Its real-time website analytics is ideal for monitorin the strengths and weaknesses of campaigns so that modifications can be made without a moment to spare. It als only scratched the surface so far and I am loving it. Give it a try.

-- Alec Duncan developertutorials.com

When I see an authority site with testimonial links I sometimes buy their product just to give a testimonial and get a link.

(That's how powerful this is)

Blogger Reviews

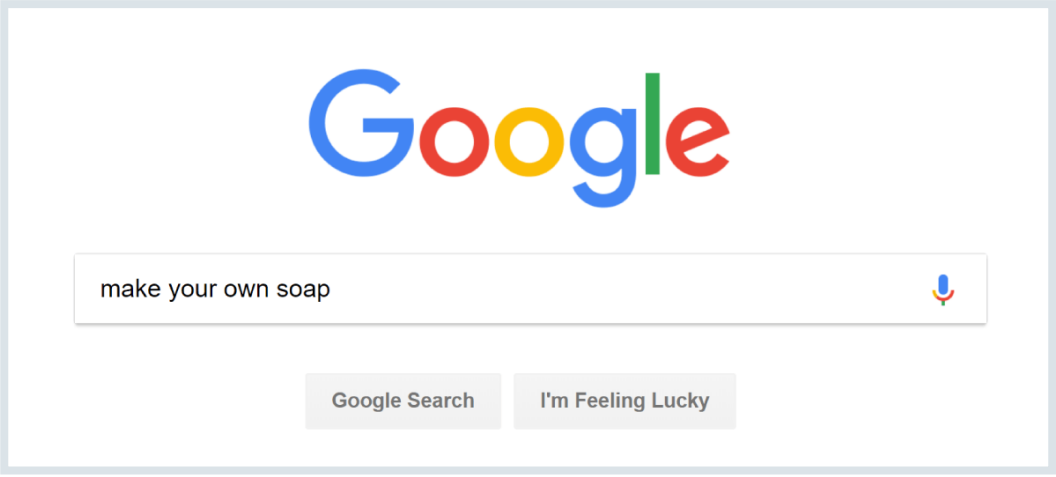
If you have a piece of software, physical product, consulting service or ANYTHING of value that you sell, you can easily turn that into handfuls of high-quality backlinks.

How?

By offering it to bloggers for free.

Here's how:

#1: Find bloggers in your niche that might be interested in what you have to offer. If you sell an information product that teaches people how to make their own soaps, you'd Google things like "soap making", "make soap at home" etc.



#2: Your results will be a mixed bag of blogs, news websites and "how to" websites like ehow. Filter out any how-to sites or news sites. You'll be left with a solid list bloggers that might be interested in your offer, like this one:

HOW TO MAKE HOMEMADE SOAP IN A CROCKPOT {A PHOTO TUTORIAL}

This post has been **a year and a half in the making**. I hope you'll be as excited about it as I am! ;-)

#3: Reach out to them with this email script:

> Hey [Site Owner Name],
>
> I was searching for [Some Homemade Soap Recipes] today when I came across [Website].
>
> Awesome stuff!
>
> Actually, I just launched a guide that [Teaches People How To Make Luxury Soaps At Home]. I usually charge [$X], but I'd be more than happy to send it over to you on the house.
>
> Let me know how that sounds.
>
> Cheers,
> [Your First Name]

You want to be VERY careful about the language you use for this strategy.

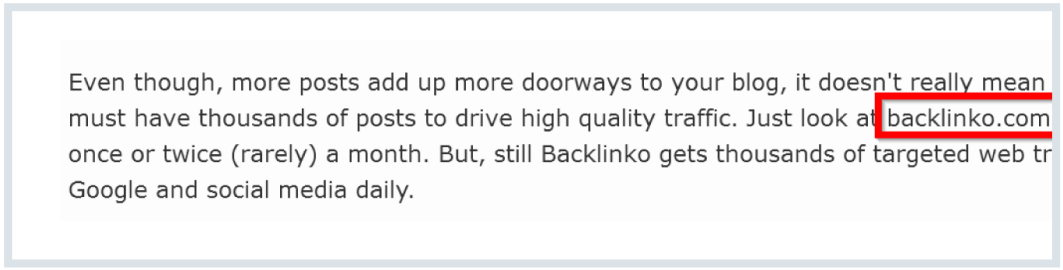
Note how you don't offer your product in exchange for a link or review... which would violate Google's Webmaster Guidelines.

Instead, send them the product and let them decide if it's worth a mention on their blog.

Link Reclamation

Link reclamation is simple: First, you find mentions of your company and products that don't link back to you.

Here's an example:


Even though, more posts add up more doorways to your blog, it doesn't really mean
must have thousands of posts to drive high quality traffic. Just look at backlinko.com
once or twice (rarely) a month. But, still Backlinko gets thousands of targeted web tr
Google and social media daily.

Then you email the person with a friendly reminder to add your link.

Very simple... but very, very powerful.

See how the author of that article above mentioned backlinko.com....but didn't link to it? That's where link reclamation comes into play.

Instead of saying "awww shucks, I wish they linked to me", you proactively reach out and ask them to link.

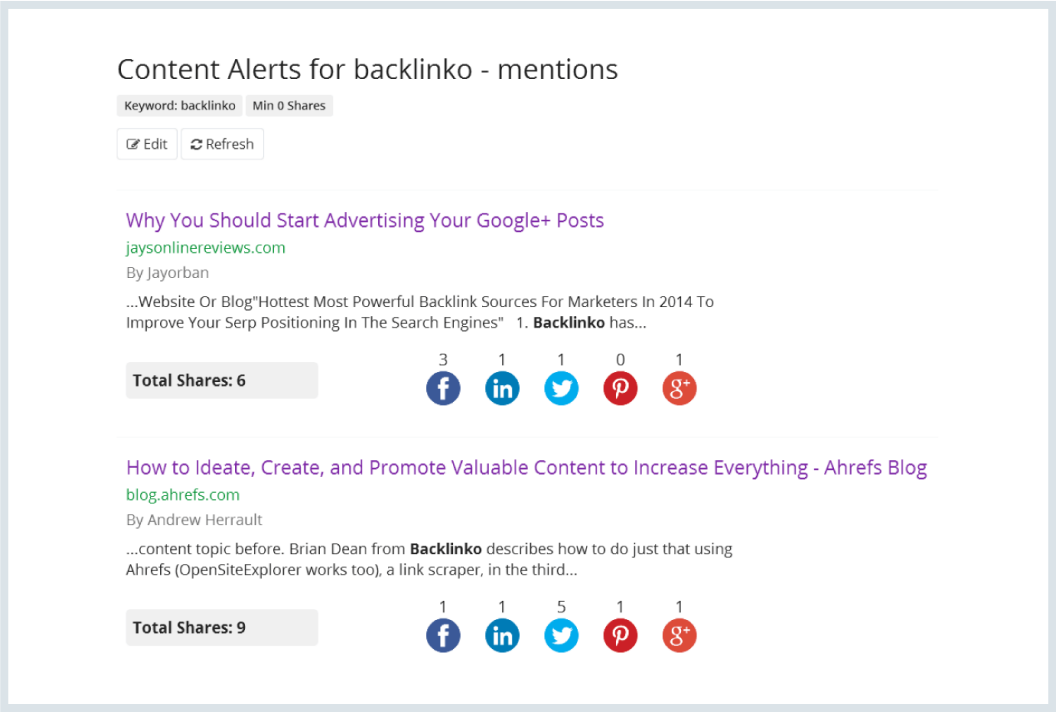
You see, when people mention you in an article, they (usually) like you. (That's true even if they didn't add a backlink to your site)

And a friendly reminder is usually enough for them to log into WordPress and add your link. Here's the step-by-step process:

#1: Find Unlinked Mentions

Use a tool like BuzzSumo and Mention.com to find mentions of your brand.

When you do, you'll get a heads up whenever someone writes about you:


Content Alerts for backlinko - mentions
Keyword: backlinko
Min 0 Shares
Edit
Refresh
Why You Should Start Advertising Your Google+ Posts
jaysonlinereviews.com
By Jayorban
...Website Or Blog"Hottest Most Powerful Backlink Sources For Marketers In 2014 To Improve Your Serp Positioning In The Search Engines" 1. Backlinko has...
Total Shares: 6
3
1
1
0
1
How to Ideate, Create, and Promote Valuable Content to Increase Everything - Ahrefs Blog
blog.ahrefs.com
By Andrew Herrault
...content topic before. Brian Dean from Backlinko describes how to do just that using Ahrefs (OpenSiteExplorer works too), a link scraper, in the third...
Total Shares: 9
1
1
5
1
1

#2: See whether or not the person that mentioned you linked back to your site

If they linked to your site, you're set.

If not, move onto step #3...

#3: Reach out and get your link

Finally, send them this script:

> Hey [Name],
> I just wanted to reach out and say "thanks" for mentioning [Your Brand] in your excellent article yesterday.
>
> We really, really appreciate it.
>
> I'm reaching out today to ask if you could add a link back to our site. That way, people can easily find us while reading your article.
>
> Either way, thanks for the shout out and keep up the great work!
>
> Thanks,
> [Your First Name]

I can tell you from experience that these are some of the easiest links you'll ever get.

Start a Scholarship

I already told you that .edu links are amazing.

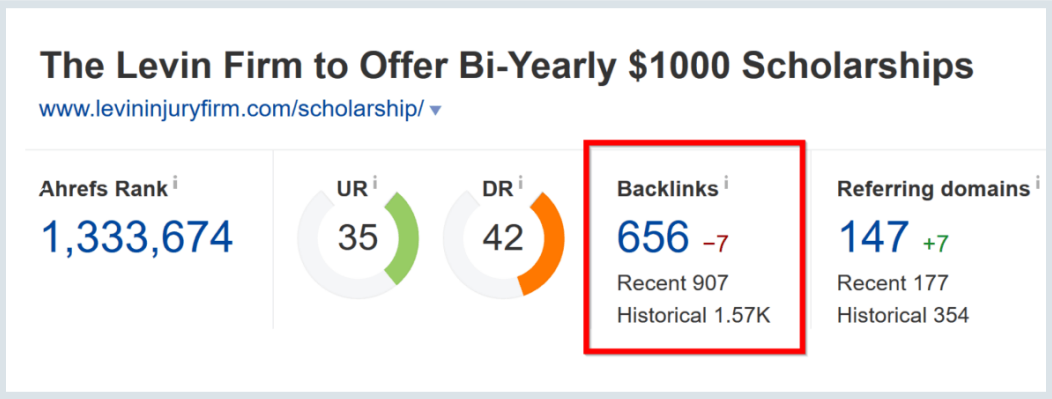
But aren't legit .edu links impossible to get for the average Joe?

Fortunately not.

If you create something that universities want to link to, you're golden.

And that's where scholarships come in.

In fact, Chris Dreyer recently used scholarships to build 600+ .edu links (!) to his client's website:

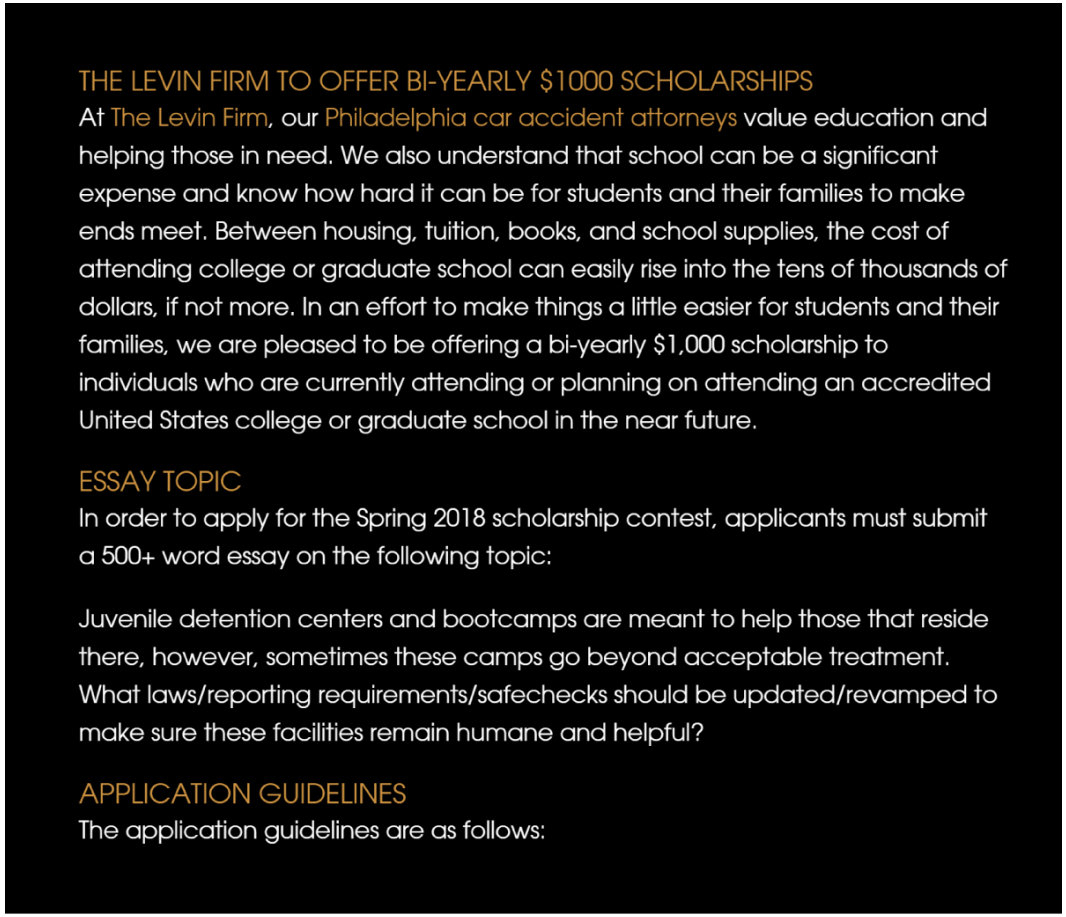


Now that you see how well this works, let's dive into the step-by-step process:

#1: Create a Scholarship Page

Your first step is to create a page on your site that describes the scholarship, tells people how they can apply etc.

Here's an example from Chris's campaign:



THE LEVIN FIRM TO OFFER BI-YEARLY $1000 SCHOLARSHIPS

At The Levin Firm, our Philadelphia car accident attorneys value education and helping those in need. We also understand that school can be a significant expense and know how hard it can be for students and their families to make ends meet. Between housing, tuition, books, and school supplies, the cost of attending college or graduate school can easily rise into the tens of thousands of dollars, if not more. In an effort to make things a little easier for students and their families, we are pleased to be offering a bi-yearly $1,000 scholarship to individuals who are currently attending or planning on attending an accredited United States college or graduate school in the near future.

ESSAY TOPIC

In order to apply for the Spring 2018 scholarship contest, applicants must submit a 500+ word essay on the following topic:

Juvenile detention centers and bootcamps are meant to help those that reside there, however, sometimes these camps go beyond acceptable treatment. What laws/reporting requirements/safechecks should be updated/revamped to make sure these facilities remain humane and helpful?

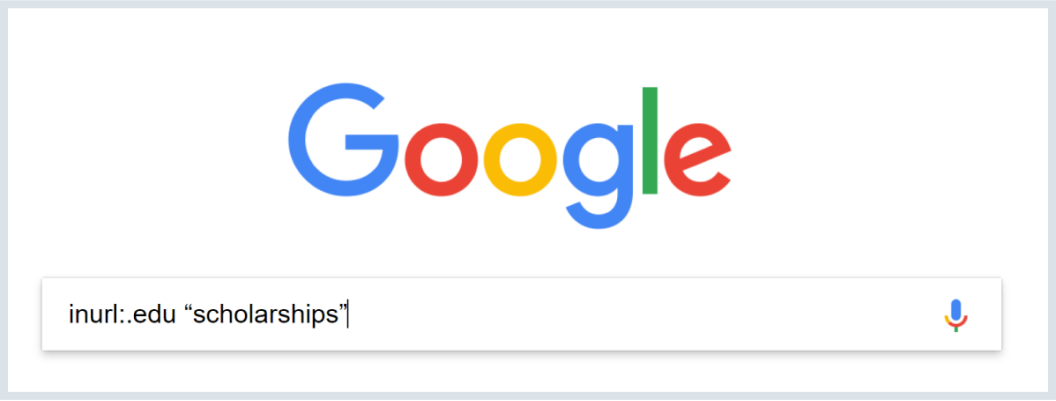
APPLICATION GUIDELINES

The application guidelines are as follows:

#2: Find .edu Sites That List Scholarships

Fortunately this is a breeze using this search string in Google:

inurl:.edu “scholarships”



#3: Let the Universities Know About Your Scholarship

When you find a scholarship page on a .edu site that seems like a good fit, send them this email:

Hello [Name],

I'm excited to let you know about a new scholarship opportunity for [School] students.

Our scholarship is called "[Name]", and it's designed to help [Brief Description].

Here is a brief list of our requirements:

[List Of Requirements]

We would be honored if you'd be kind enough to add our award to your scholarship page [Scholarship Page URL].

Of course, we're here to answer any questions you may have.

Thank you,
[Your Name]

Chapter 6

Bonus Tips, Strategies and Real-Life Examples

Let’s cap things off with a bonus chapter of actionable tips, tactics, strategies and case studies.

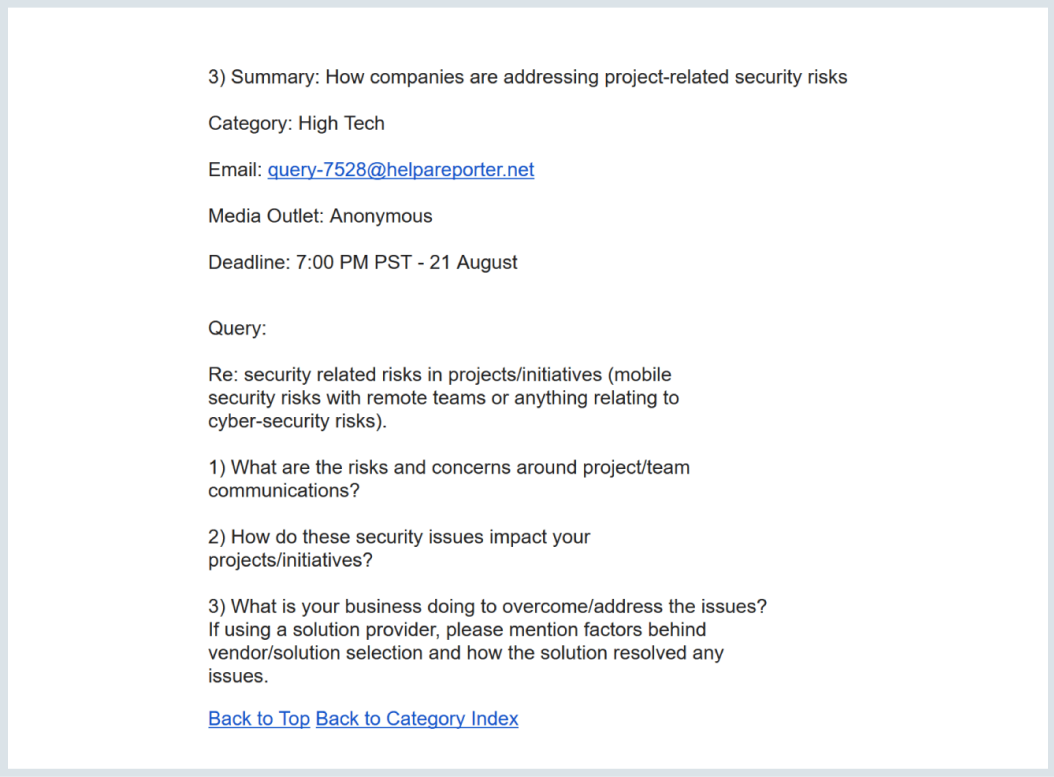
Get Links From News Sites Using HARO

HARO (short for Help a Reporter Out) is one of best ways to get killer backlinks from authority news sites.

Here's how HARO works:

#1: Sign Up To HARO as a source here.

#2: You'll get three emails per day from reporters looking for sources, like this one:



3) Summary: How companies are addressing project-related security risks

Category: High Tech

Email: query-7528@helpareporter.net

Media Outlet: Anonymous

Deadline: 7:00 PM PST - 21 August

Query:

Re: security related risks in projects/initiatives (mobile security risks with remote teams or anything relating to cyber-security risks).

1) What are the risks and concerns around project/team communications?

2) How do these security issues impact your projects/initiatives?

3) What is your business doing to overcome/address the issues? If using a solution provider, please mention factors behind vendor/solution selection and how the solution resolved any issues.

Back to Top Back to Category Index

#3: Respond with your credentials and some helpful tips.

Easy right? You give a reporter a tailored response and they'll hook you up with a link. That's all there is to it.

Don't sleep on HARO.

I recently got a sweet link from Entrepreneur.com simply by replying to a HARO request:

> **5. Identifying dead businesses**
>
> While new businesses are created every day, a lot of existing businesses die.
>
> Brian Dean, the founder of SEO training company, Backlinko says he regularly identifies websites in his industry that have shut shop. Analyzing their backlink profiles will help you identify a number of links from high authority websites that are linking to the now-dead website. Brian says he has been able to get a lot of these websites to replace their outdated links with new resources on his website by just emailing them.

Reverse Engineer Your Competitor's Best Links

Yes, the strategies in this guide are great.

That said, there are COUNTLESS backlinks sources that I didn't cover here.

Why didn't I cover them?

It's simple: every industry has its own set of link building opportunities.

That's why you should set aside some time to reverse engineer your competition. That way, you can find link opportunities that only exist in your niche.

How about an example?

Let's say you run a health and fitness blog.

And one of your competitors is Nerd Fitness.

Well, when I check out that site's link profile in a backlinks checker called Ahrefs, I notice that A LOT of their links come from podcasts:

> Well, my guest on the podcast today argues that perhaps there's actually a thing or two we can learn from how video games are designed that can help improve our real life. His name is Steve Kamb and he's the owner of Nerd Fitness. In Steve's newly published book, *Level Up Your Life*, he shows readers how they can use the same mechanics that make video games so fun and addicting to help them get in better shape and knock off items on their bucket list.
>
> ### Show Highlights
>
> - How Steve stumbled upon the idea of using video game mechanics to improve his real life

Specifically, people from that company (especially the founder, Steve Kamb) appear on other people's podcasts as guests.

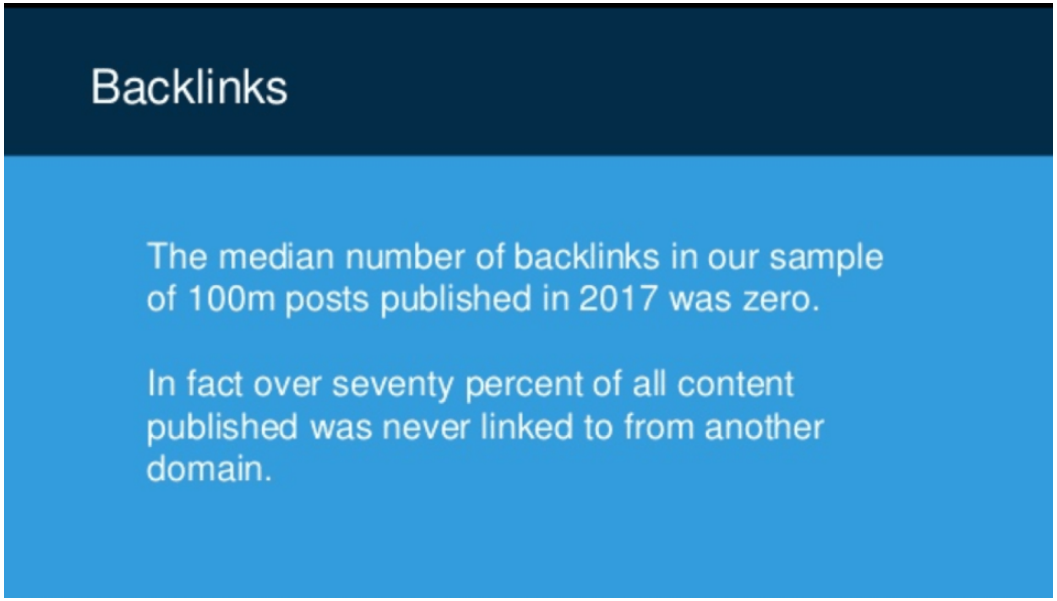
Just like that you have a huge LIST of places that you can go to to get links. #goldmine

(Obviously, you need to do is reach out to the people that run those podcasts and pitch yourself as a guest)

And I found those 50+ link opportunities from a 10-minute search of ONE site. Imagine how many you can find if you reverse engineer 15-20 of your competitors.

Create Content That Generates Links in 2018 (and Beyond)

BuzzSumo recently analyzed 100 million posts. And they discovered that the vast majority of content online is completely ignored.


Backlinks
The median number of backlinks in our sample of 100m posts published in 2017 was zero.
In fact over seventy percent of all content published was never linked to from another domain.

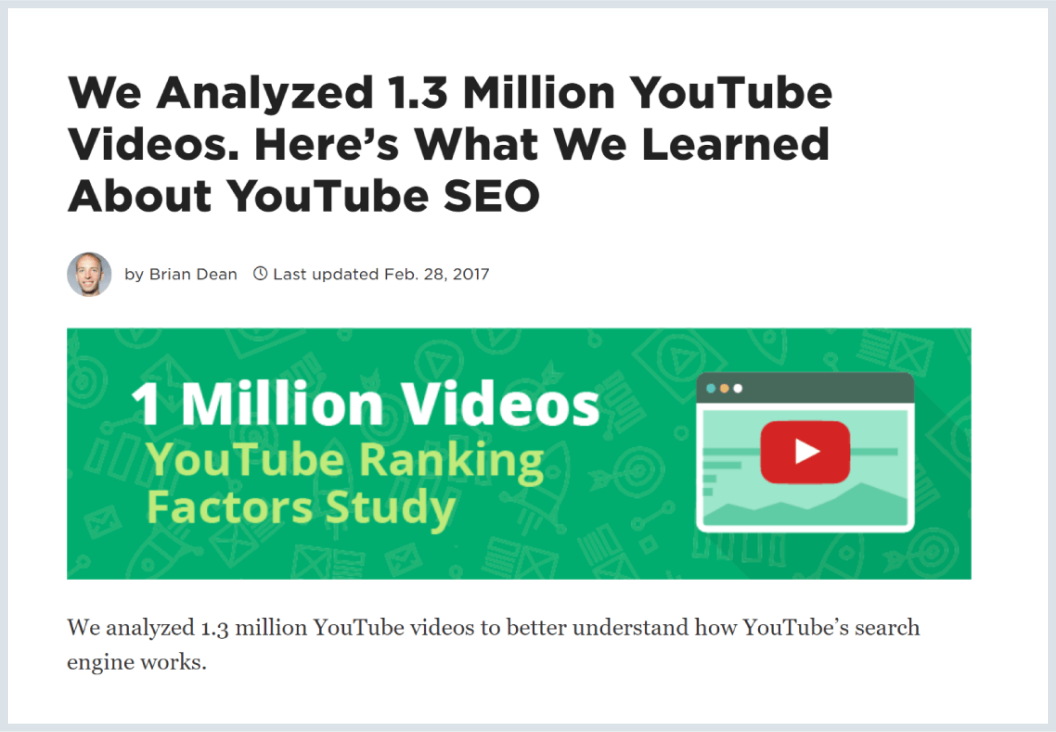
Yes, you read that right: 70% of all online content gets ZERO links.

So, how do you create content that actually gets linked to in 2018?

According to that same study, content that gets linked to right now:

- Is authoritative (in other words, written by experts)
- Is evergreen (the content provides value for YEARS)
- Contains something unique that makes it stand out
- Provides actionable information
- Isn't clickbait (which, according to the study, doesn't work like it used to)

For example, here's a guide/study that I recently published:


We Analyzed 1.3 Million YouTube Videos. Here's What We Learned About YouTube SEO
by Brian Dean
Last updated Feb. 28, 2017
1 Million Videos
YouTube Ranking Factors Study
We analyzed 1.3 million YouTube videos to better understand how YouTube's search engine works.

This guide now has over 1.8k links.

Was this piece of content easy to create? Hell no. It was one of the hardest things our team has ever worked on.

But in the end, because it checks all of the boxes above, it stood out, grabbed attention, and got linked to like crazy.

Find Guest Posting Opportunities With Reverse Image Search

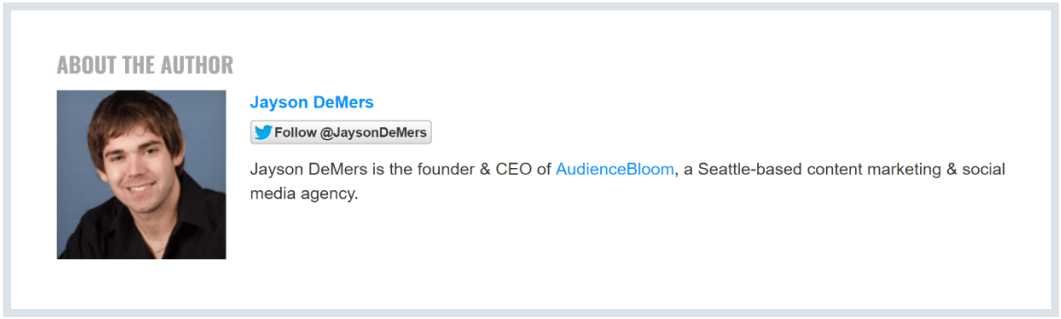
Finding places to guest post can be a HUGE pain in the butt.

But there's an easier way...

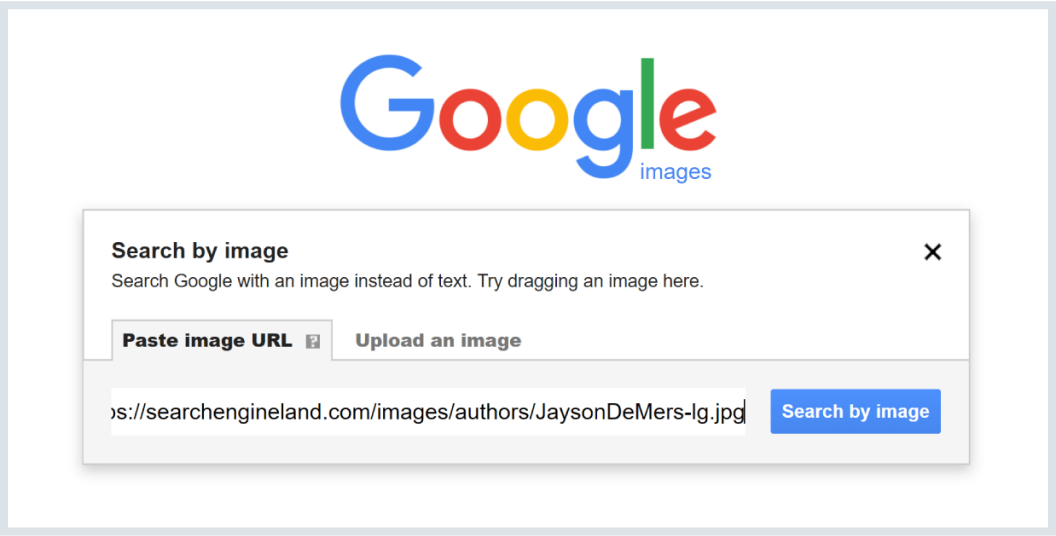
Here's how it works:

First, find someone in your industry that writes a lot of guest posts.

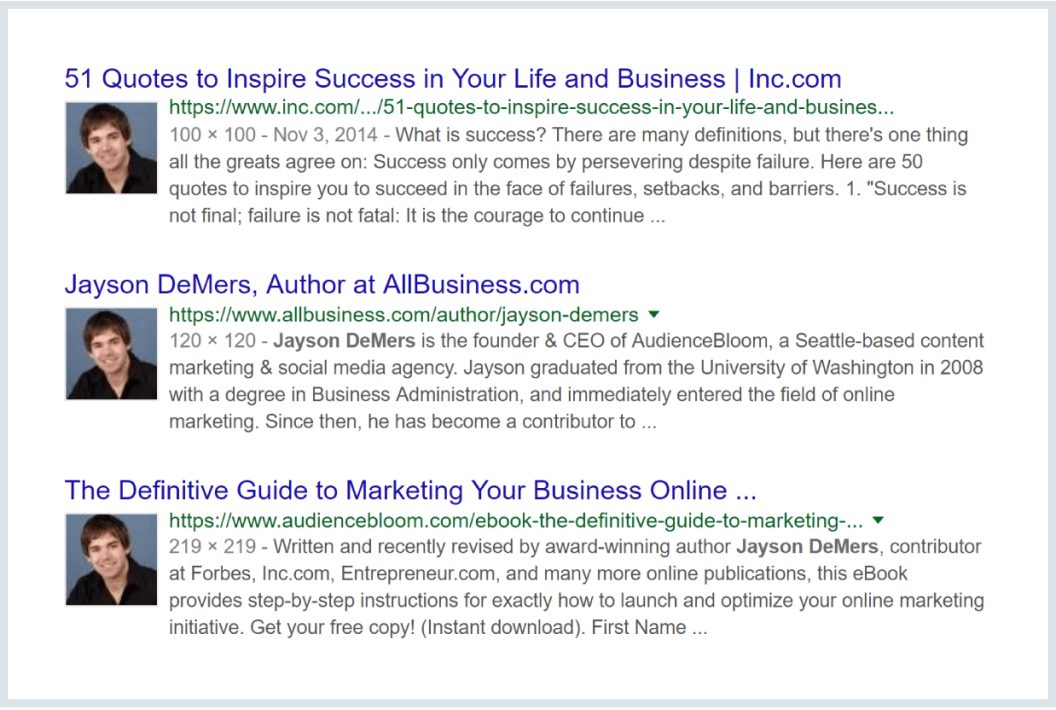
Next, go to one of their published guest posts. And grab the headshot they use in their author bio:


ABOUT THE AUTHOR
Jayson DeMers
Follow @JaysonDeMers
Jayson DeMers is the founder & CEO of AudienceBloom, a Seattle-based content marketing & social media agency.

Finally, pop the URL of that screenshot into Google reverse image search.



Boom! You just got a list of URLs that they've written guest posts for:


51 Quotes to Inspire Success in Your Life and Business | Inc.com
https://www.inc.com/.../51-quotes-to-inspire-success-in-your-life-and-busines...
100 × 100 - Nov 3, 2014 - What is success? There are many definitions, but there's one thing all the greats agree on: Success only comes by persevering despite failure. Here are 50 quotes to inspire you to succeed in the face of failures, setbacks, and barriers. 1. "Success is not final; failure is not fatal: It is the courage to continue ...
Jayson DeMers, Author at AllBusiness.com
https://www.allbusiness.com/author/jayson-demers
120 × 120 - Jayson DeMers is the founder & CEO of AudienceBloom, a Seattle-based content marketing & social media agency. Jayson graduated from the University of Washington in 2008 with a degree in Business Administration, and immediately entered the field of online marketing. Since then, he has become a contributor to ...
The Definitive Guide to Marketing Your Business Online ...
https://www.audiencebloom.com/ebook-the-definitive-guide-to-marketing-...
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Very cool.

Want more actionable SEO content like this? Then make sure to subscribe to my YouTube channel right now.

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